TearSheet

May 1991

Case Histories

Sally Cravens
Artist

HERALD-TIMES
1900 S. Walnut
Bloomington, IN 47402

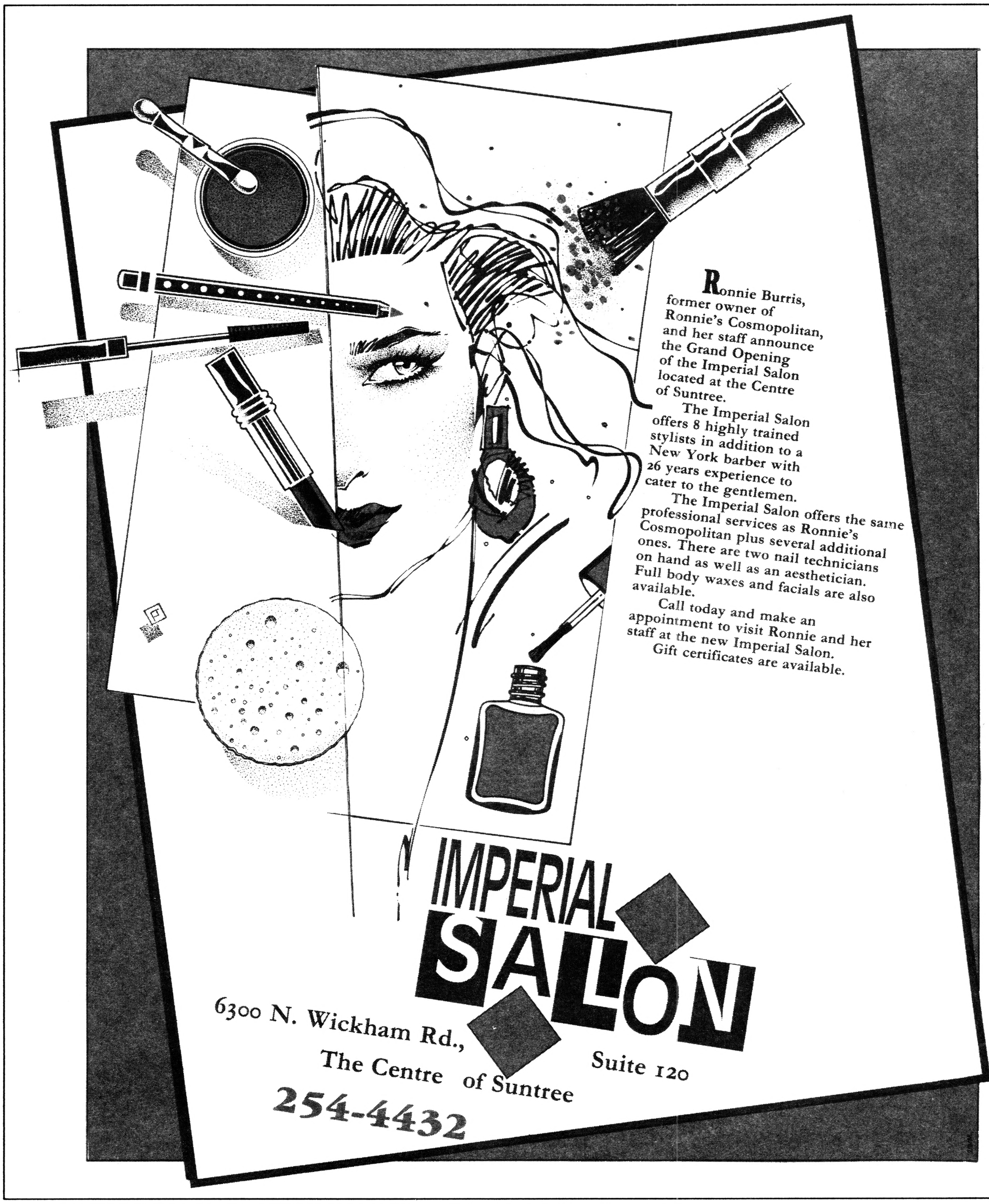
January '91 PMS color separation was perfect for this wedding guide cover, with only a few slight modifications. Art rotated counterclockwise, then colorful graphic edges added. Printed in full color. "Thanks PMS!"

Case Histories

Jill Trythall
Creative Designer

FLORIDA TODAY/USA TODAY
4183 N. Harbor City Blvd.
Melbourne, FL 32935

Stylish make-up montage from April '88 PMS calls attention to this newspaper ad announcing the grand opening of a new salon. Printed in purple and black.

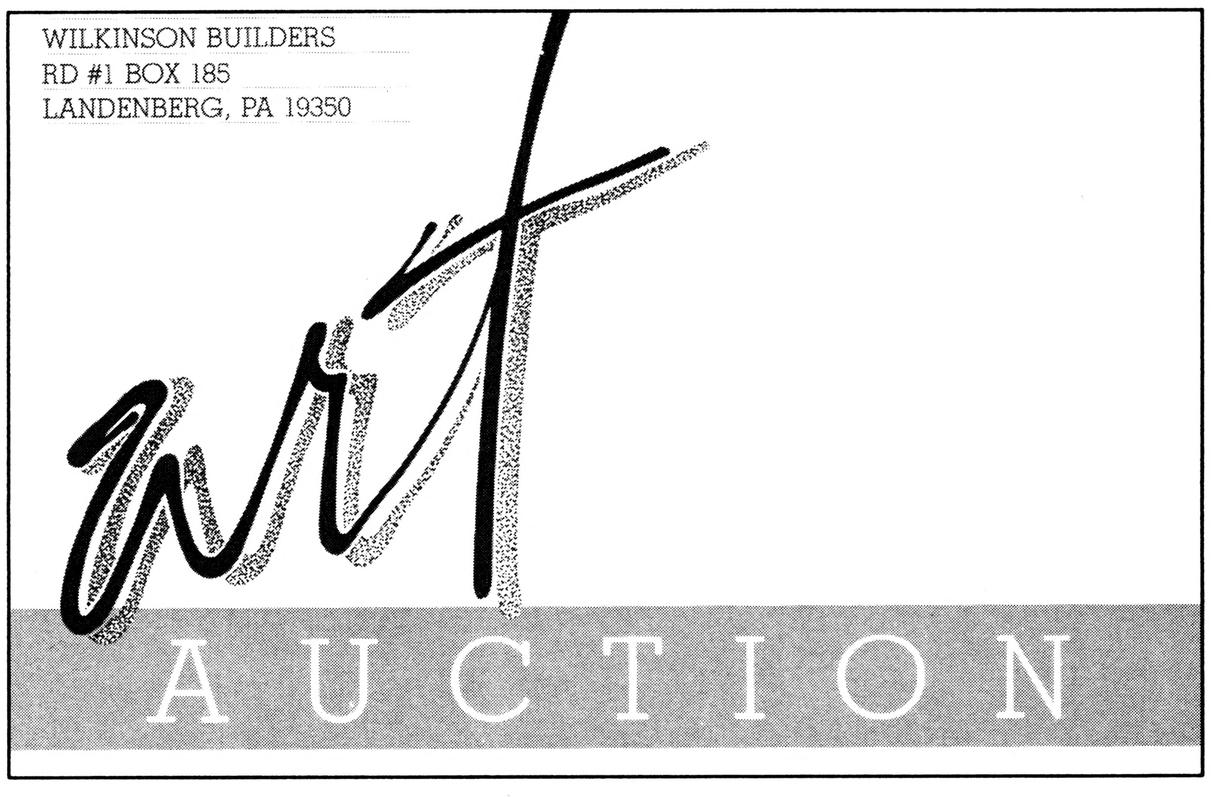


Case Histories

Carol Allston Stiles
Marketing

WILKINSON BUILDERS
RD #1 Box 185
Landenberg, PA 19350

Invitation to an art auction uses lettering lifted from February '90 PMS "Happy Heart's Day" hand-lettered heading. Printed in navy and peach on cream-colored, textured card stock.



YOU ARE INVITED . . .

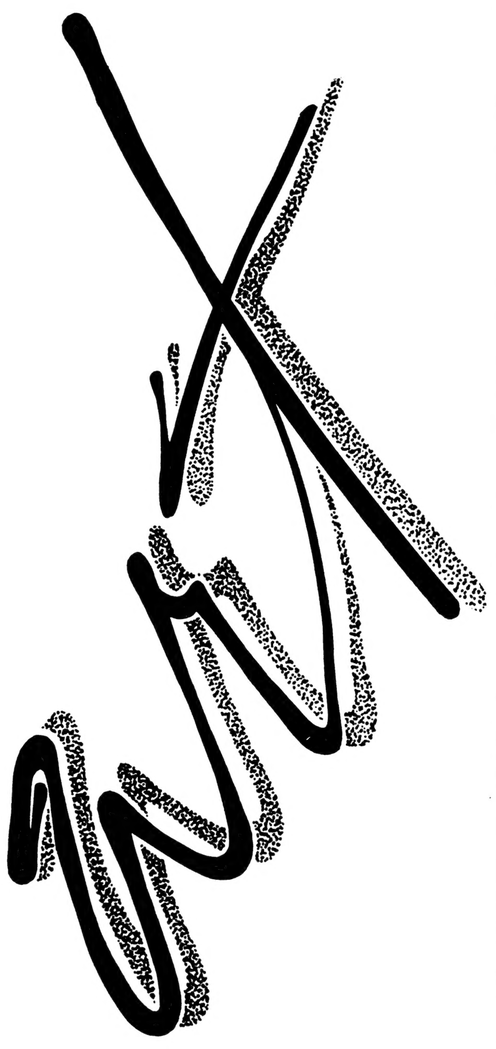
To the Second Annual MERESTONE Art Auction, sponsored by Wilkinson Builders, and the Heisman Fine Arts Gallery, Inc. Join us at the MERESTONE model on Saturday, February 16, for an exciting evening.

You will be able to preview the art at 7 pm, with the auction beginning promptly at 8 pm. Over 150 works of art will be available, including original oils, watercolors, sculptures and lithographs by Wyeth, McKnight, Neiman, Delacroix... and many others. Throughout the course of the evening, enjoy cocktails, hors d'oeuvres, and dessert, prepared by the Columbus Inn, and compliments of Wilkinson Builders.

Tickets may be reserved at $5 each, or 6 for $25, which will entitle you to be listed in the auction guide as a sponsor. Quantities, however, are limited, so please return your reservation form promptly, to avoid disappointment.

Directions (DE): From Route 7 north, turn left onto Little Baltimore Road, left onto Doe Run Road, and right onto Yeatman's Mill Road. (PA): From Route 41 south, turn right onto Newark Road at the Turkey Hill, right onto Doe Run Road, and right onto Yeatman's Mill Road.

For further information, call (215) 274-8283.



TICKET RESERVATIONS . . .

Name
Phone #
Address
City State Zip

Quantity: _____ @ $5 each = $ _____ enclosed
Sponsors: 6 for $25 (includes listing in the
Auction program) = $ _____ enclosed
Please make checks payable to Wilkinson Builders.
Tickets will be sent by return mail.

Case Histories

Wayne Beckes
Art Director

SMP ADVERTISING
11500 West Burleigh
Wauwatosa, WI 53222

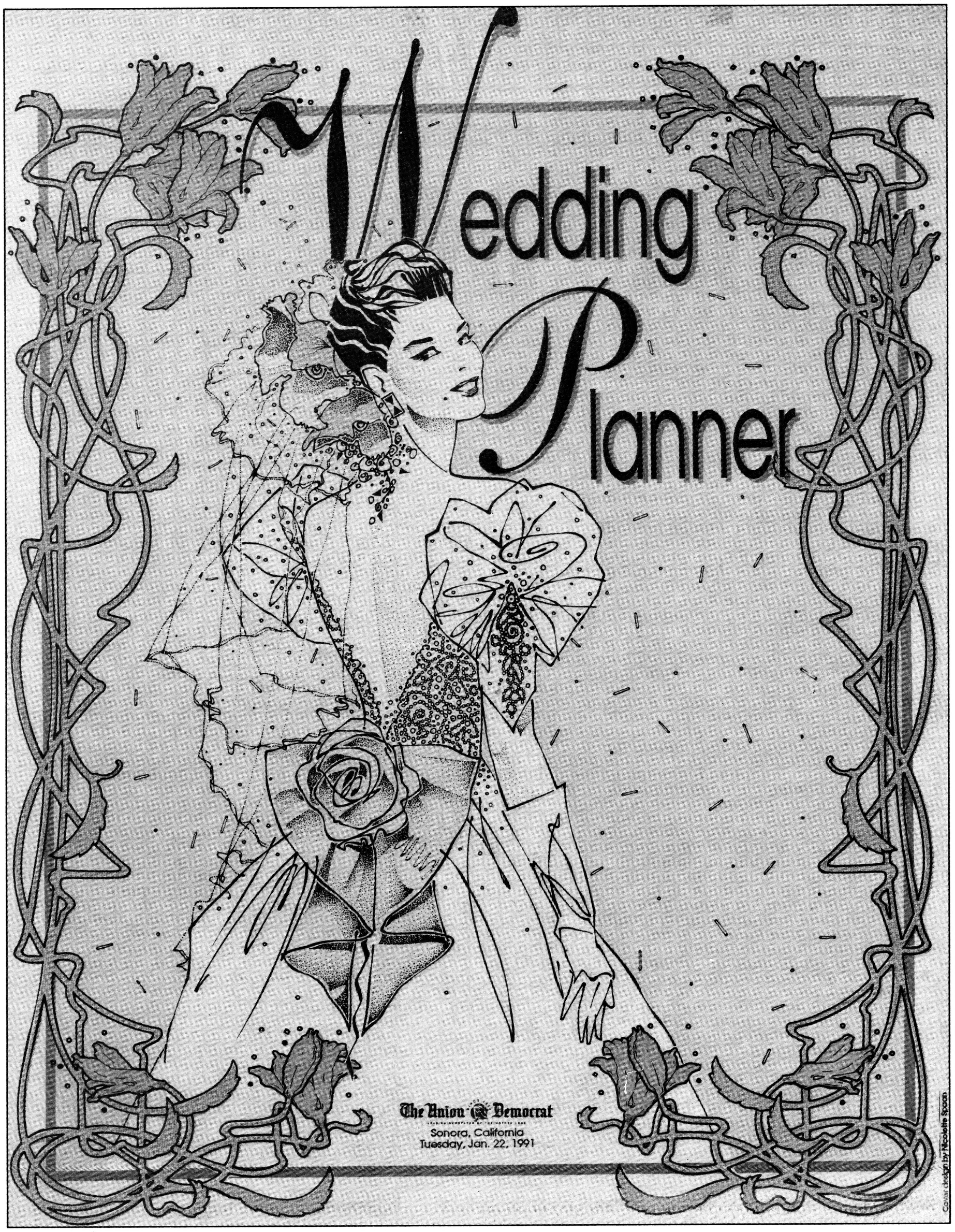
Grocery section front page features comic pilgrim and turkey from November '85 PMS. Inside pages show various illustrations done in the same style. Printed in full color.

Case Histories

Nicolette Spaan
Graphic Artist

THE UNION DEMOCRAT
84 S. Washington
Sonora, CA 95370

Wedding Planner cover celebrates the union of bride from January '91 PMS with border from March '90 PMS. Printed in soft purple, green, and blue, plus black. "I would never consider using anything but Clipper or PMS for my projects," we're told.

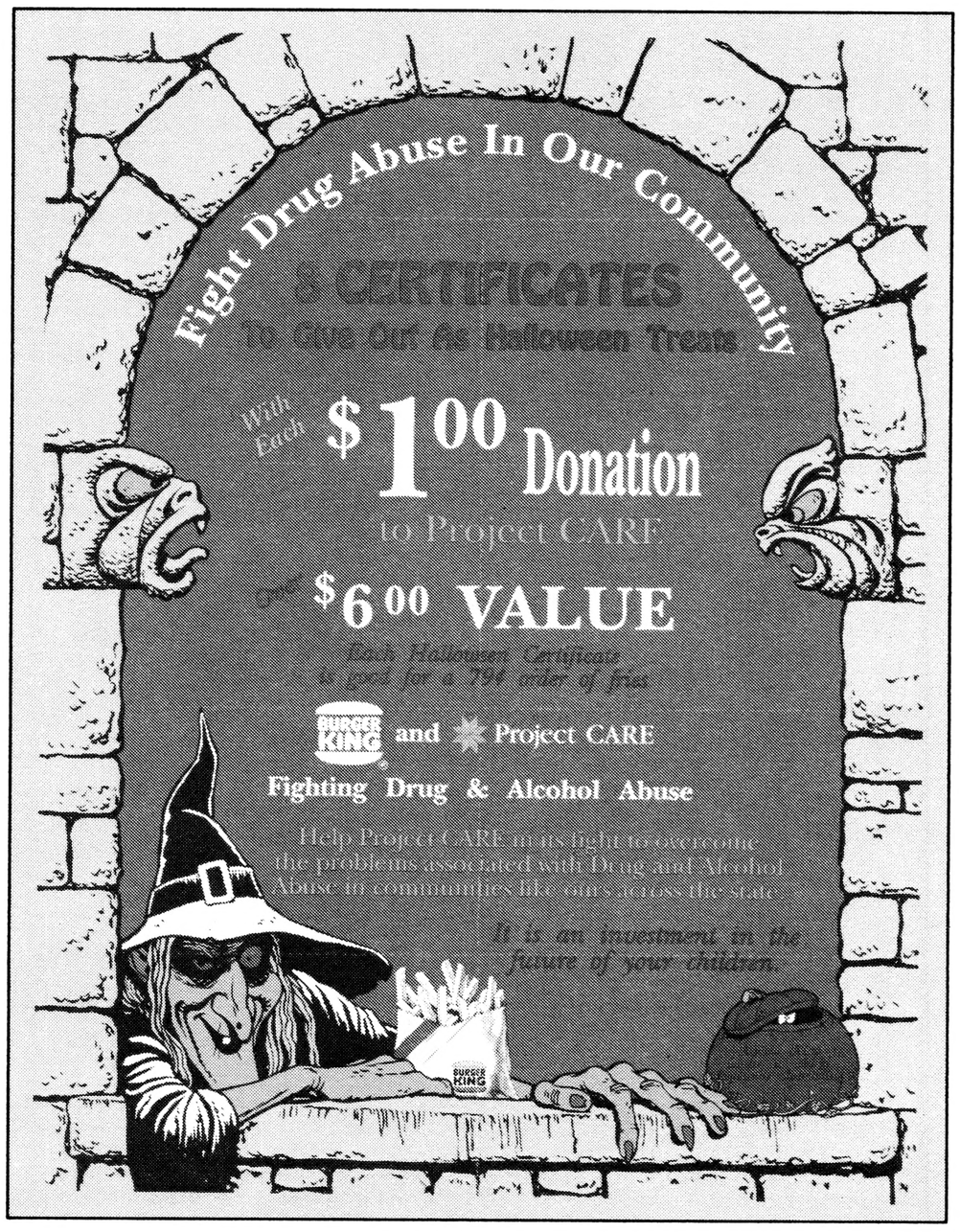


Case Histories

Andrea Cotterill
Creative Coordinator

MIDLANTIC ADVERTISING AGENCY
1780 Swede Road
Blue Bell, PA 19422

Coupon flyer for Project Care features spooky ready-to-go from October '89 PMS. Pumpkin and french fries added, wall cut to fit needed size. Printed in 4 colors plus screen of black on wall. Two-color coupons on back.



PMS COVER STORY: Dramatic illustration from page 8 was slightly altered to create a striking poster-look on this month's cover. Art cropped at left and right, background extended to a grad screen, and centers of flowers reversed on headband and dress. "PMS" modified by designer from Letragraphica's® Vienna Extended. The "P" was widened at the top and the "S" was created from a "5." Printed in four Pantone colors on Carolina cover stock.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at **Press Expo,** Boston, MA, May 3-5; **Gutenburg Festival**, Long Beach, CA, May 9-12.

Embellished Headline May '89 PMS

Entertaining Today

CINCO DE MAYO

☐ Spice it up! Celebrate the Mexican holiday with style

By Renee L. Phillips
of the Washington Daily News

Cinco de Mayo, the 5th of May, is a day of celebration in Mexico. On that day in 1862, the Mexican cavalry defeated the invading French troops of Napoleon in a day-long battle.

The celebration that followed is repeated annually not only by the residents of Mexico but by those who have migrated north.

Since the holiday falls on the weekend this year, it's a good excuse to throw a Mexican style party.

You could head out to your favorite Mexican restaurant, but why not cook up an appetizer suggestions – Pico Fried Cheese Sticks, Jicama with Lime, and Jalapeno Relish – and a dessert, Margarita Sherbet.

PARTY PORK BURRITOS

3-pound boneless pork shoulder blade roast
1 large onion, quartered
2 garlic cloves, halved
1 teaspoon salt
Water
16-ounce can tomato sauce
4-ounce can green chilies
2 tablespoons white vinegar
1 tablespoon chili powder
2 teaspoons dried oregano
1 teaspoon ground cumin
Large flour tortillas, warmed
Toppings:
Shredded lettuce
Grated radishes
Sa...

tomatoes, 1 cup of the picante sauce, chicken, red pepper, raisins, almonds, cinnamon, and garlic in a 10-inch skillet. Bring to a boil; reduce heat and simmer uncovered for 10 minutes or until most of the liquid is absorbed.

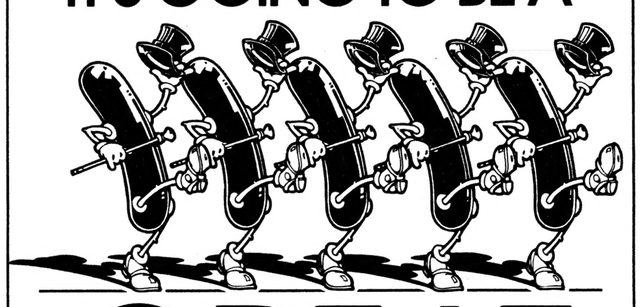
Spoon chicken mixture down center of each tortilla. Roll up; place seam side down in greased 13-by-9-by-2-inch baking dish. Spoon remaining picante sauce over tortillas. Bake at 350 degrees for 20 minutes. Serve with sour cream.

PMS makes it easy to celebrate Cinco De Mayo!
Bold silhouette art and decorative headline add a festive touch to editorial demo. Just drop your copy in to the standard six column SAU format provided at left.

BE A WINNER!
Buying Or Selling, The Classifieds Finish First
Just give us a call to place your ad
The Eden Post
555-7080

STOP GOING THROUGH LIFE SINGLE FILE
Make new friends and meet people!
DateMaker Inc.
Just call 555-9921

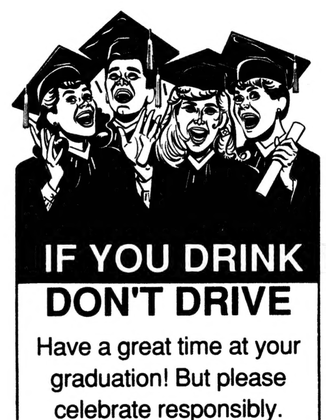
IT'S GOING TO BE A



GREAT WEEKEND!
Buy new furniture on May 25 or 26 and you put no money down and pay no interest!
BOWER'S FURNITURE
401 E. Midland Ave • Open daily 10 to 7 • 555-3114

Headline Feb. '89 Clipper

ONLY THE SECOND-RATE ARE SAFE FROM ENVY.
You deserve a first-rate car.
See our selection of imports, luxury, and classic cars.
Colton's
Fallon Pkwy.
Ph: 555-8321



IF YOU DRINK
DON'T DRIVE
Have a great time at your graduation! But please celebrate responsibly. Your life depends on it.
SMITH BROTHERS DISTRIBUTING CO.
1013 E. Fairlane Ave.

Headline May '88 PMS

Congratulations Grads
We'd like to help you celebrate your accomplishment.
All May graduates now qualify for a free checking account.
First National Bank
470 E. Front St. • Phone: 555-5621

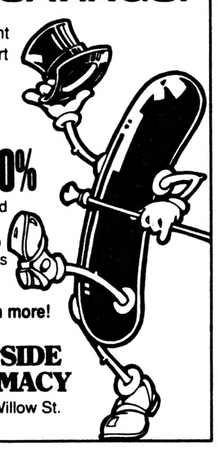
Background Dec. '88 PMS

THE CHALET
Start your special night off right. Stop in for an elegant dinner before you head to the prom. Call for reservations.
103 W. Washington
555-6414
Here's to a very special evening!

FRIDAY NIGHT SPECIAL
Join us for a juicy steak, an appetizer, and a drink for only $9.95
Andy's Steak House
Enjoy free appetizers at the bar

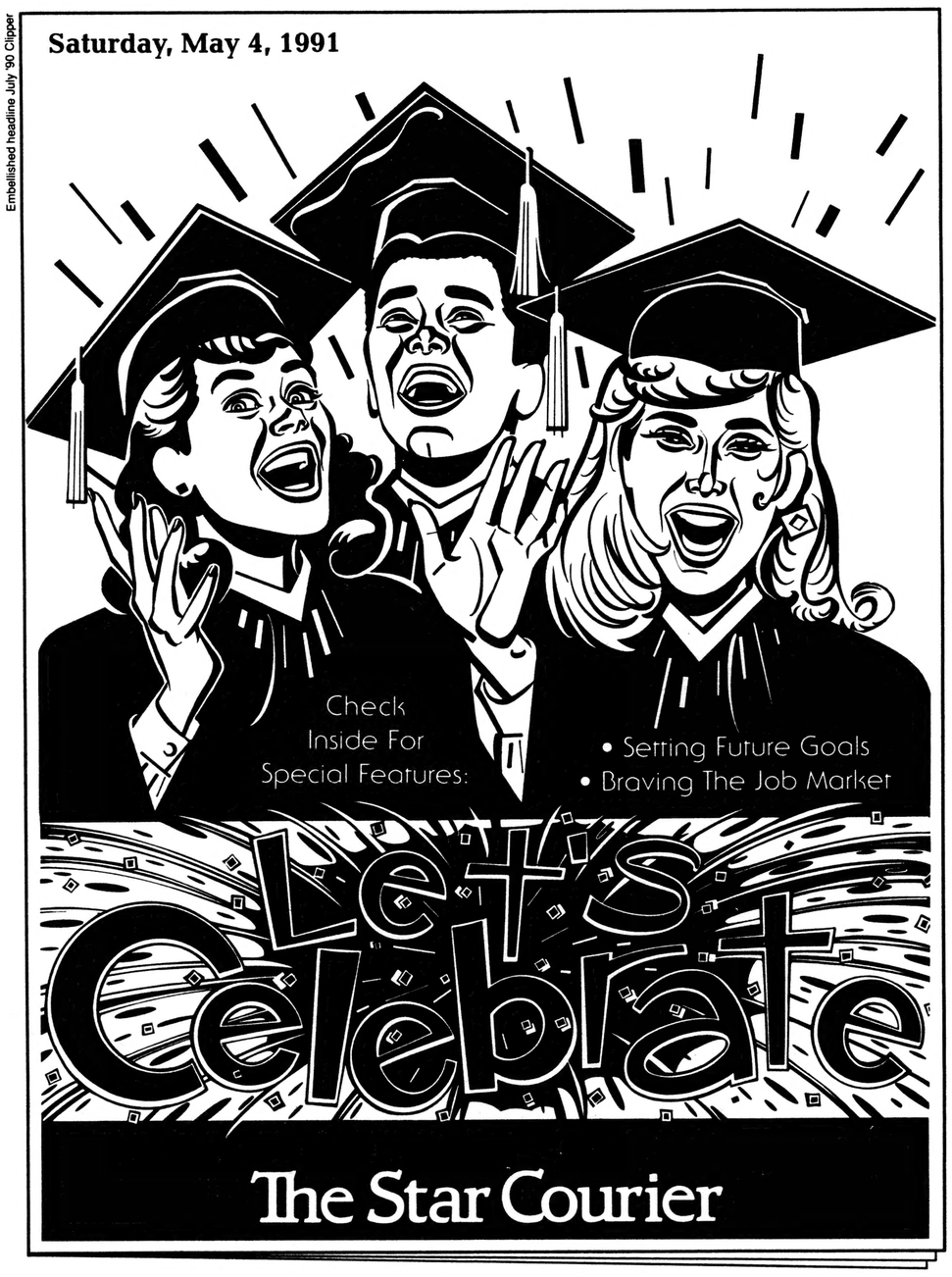
700 Fell Dr.
555-8980

HATS OFF TO SAVINGS!
March right in and start to save! Now until May 31
SAVE UP TO 50%
On selected items, like
• Shampoo
• Cosmetics
• Film
And much more!
WESTSIDE PHARMACY
1141 W. Willow St.

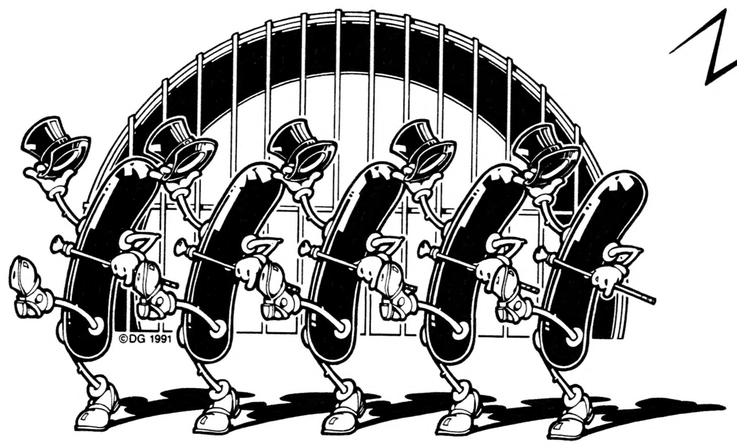


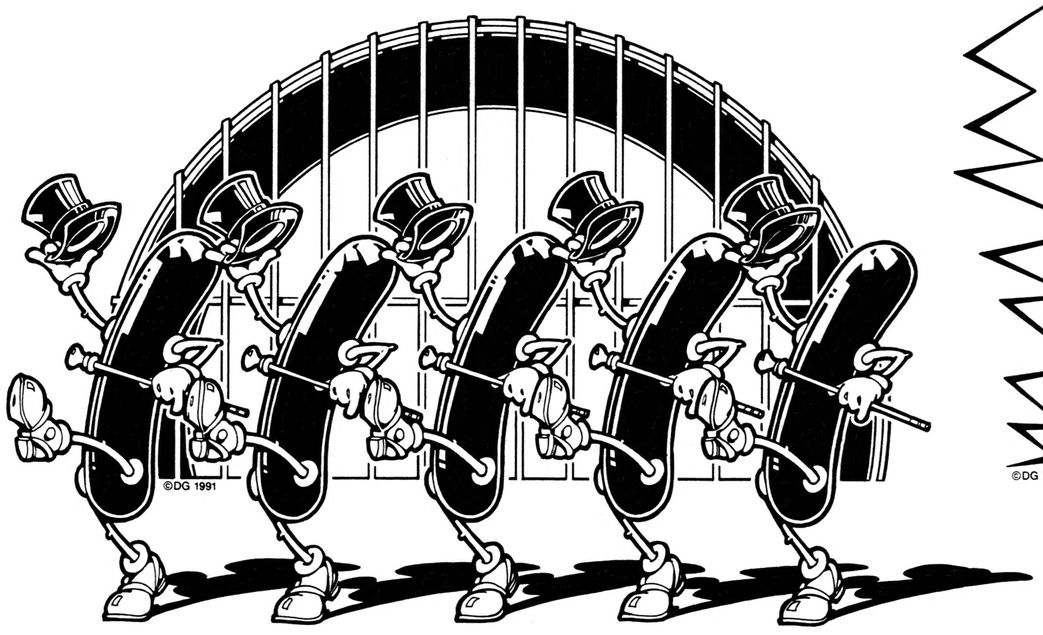
Embellished headline July '90 Clipper

Saturday, May 4, 1991



Check Inside For Special Features:
• Setting Future Goals
• Braving The Job Market
Let's Celebrate
The Star Courier





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Like mother, like daughter

Mother and daughter both know where the smart shoppers go for the best prices in town.

Now through May 25, save on all dresses
• Princess Marcella • Cherry Bomb • Valant

"A family tradition for over 35 years." bonwitt's

"With Love" May '87 PMS

TO MOTHER
with Love

Thank you, Mother, for all your wonderful gifts
The sweet invisible kind

Like the vote of confidence you give
In the face of doubts and fears

The way you have of turning thoughts to laughter
Instead of tears

These gifts are more precious to me
Than pure gold

Thank you, Mother,
A thousandfold

109 N. McLean • Open 10 to 9 **CARRIGAN'S**

"Mother's Day" May '89 PMS

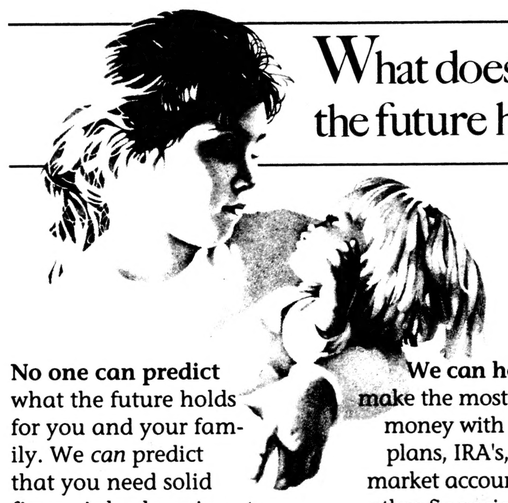
Mother's Day
BRUNCH

The whole family will enjoy our special Mother's Day celebration.

• Omelettes • Pancakes • Ham
• Roast Beef • Rolls • Salads
• Desserts all for only $5.99

JARDIN
RESTAURANT

1017 Eastview St. **Ph.: 555-3321**



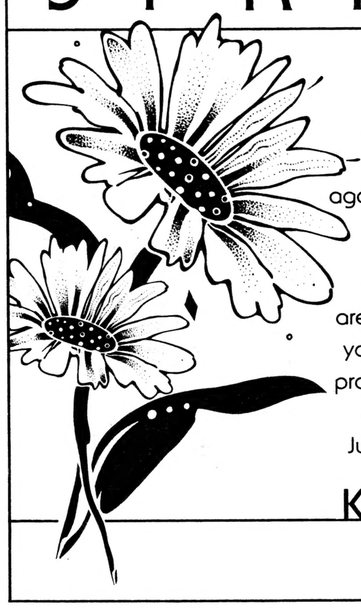
What does the future hold?

No one can predict what the future holds for you and your family. We *can* predict that you need solid financial planning to prepare for the expenses of the years ahead.

We can help you make the most of your money with savings plans, IRA's, money market accounts, and other financial plans. Because you never know what the future holds.

Royal Oaks Bank
1198 E. Lakeview St. • Open 10 to 5 Mon.-Sat.

S·P·R·I·N·G



Time to make a fresh start. If you've been thinking about putting your life back in order again, maybe you should give us a call.

Our trained counselors are here to help you and your family recover from problems caused by drug and alcohol addiction. Just give us a call today.

Kierston
Substance Abuse Program
2101 W. Memorial Ave.
Phone: 555-9334

There's no present like the time.

The time to take a class, the time to go shopping, or just some time to relax. Give mom a gift certificate for weekly or monthly maid service. It's the best gift you can give.

Bey's
709 Wellington

All that glitters can be sold... in the classifieds

Just give us a call to place your ad.
555-9331

JOURNAL CLASSIFIEDS

We'd like to wish you a very happy Mother's Day

We know how hard you have to work to keep your home running smoothly. Between working, taking care of the kids, and keeping up the house, you rarely have time for yourself!

Take some well-deserved time off on your special day. It's time to relax and let your family take care of you.

***ALLSAFE* Insurance**
707 W. Diversy Ave.

Your smile is your best accessory

It's one of the first things people notice about you. We can help you keep your smile looking great with regular checkups, cleaning and cosmetic dental work.

Call 555-8913 to set up an appointment.

TRI-COUNTY DENTAL GROUP

...on her special day.

Start Mother's Day Off The Right Way...
Serve her a delicious breakfast in bed. You can prepare a morning feast easily with your mother's favorite gourmet goodies.

• Fresh Croissants • Bran Muffins
• Quiches • Bagels • Fresh Breads
• Imported Coffees • Biscuits
• Cinnamon Rolls • Fruits
• Imported English Cereals
We Deliver Too! Call: 555-9078

CECIL'S DELI **1209 E. Farwell**
Open from 10 to 7

Border Borders & Mortices Vol. 1

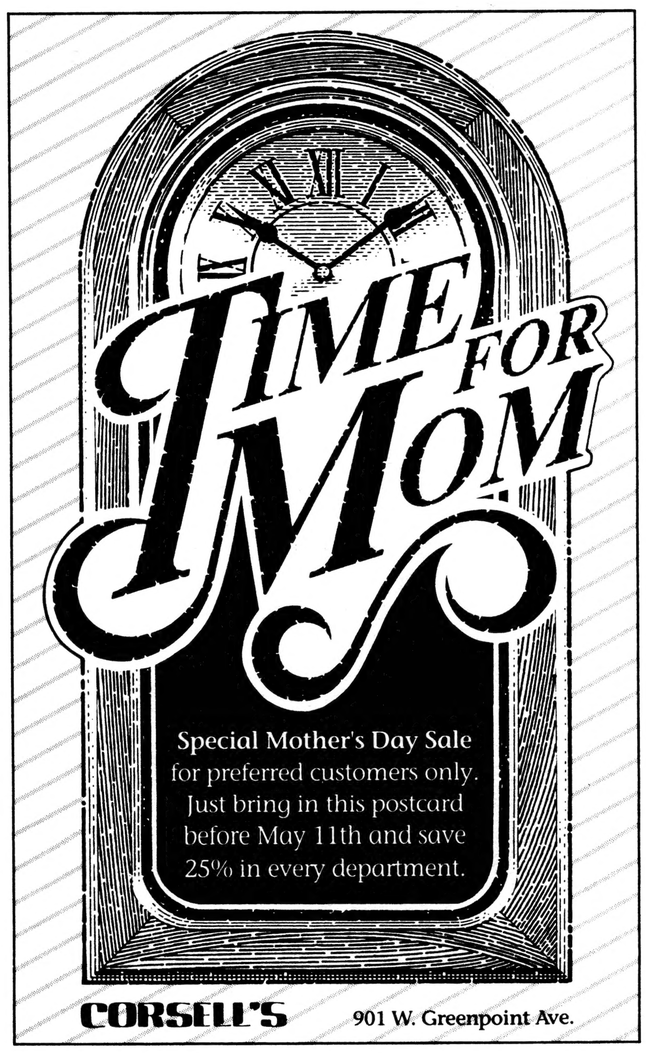
Special savings just in time for

Mother's DAY

Your mother does a lot of nice things for you...now you can do something nice for her. We've got all kinds of gifts for all kinds of moms. And you can save up to 25% in any department until May 12.

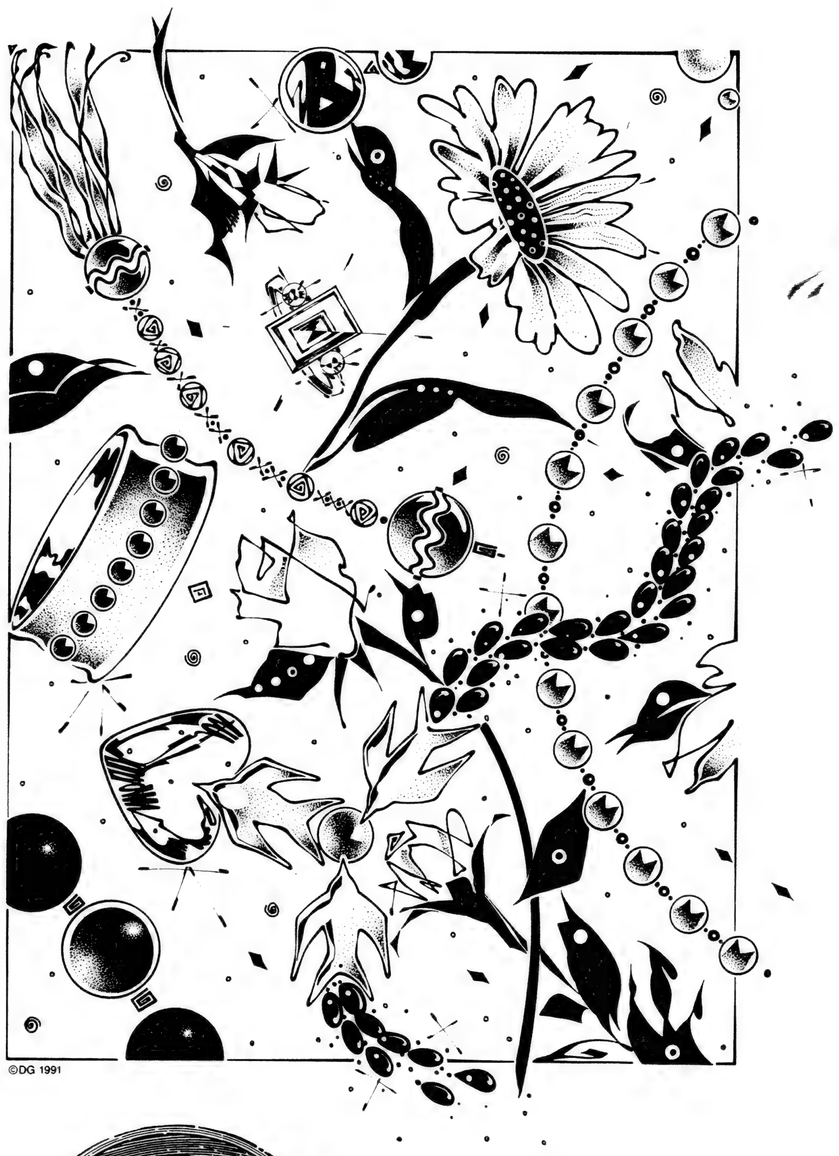
• Calla Lily Separates • Denmore Appliances
• Fergus Fine Jewelry • Gostelli Luggage
• Filson Sportswear • Carrigan Shoes
• Kim Caliborne Purses & Wallets
• Garrison Home Furnishings

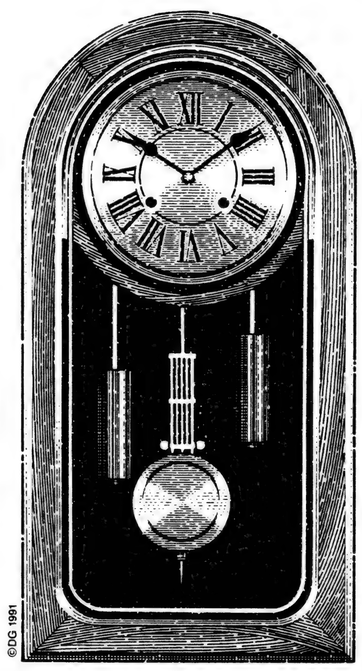
Borgs **In Glenlake Mall**

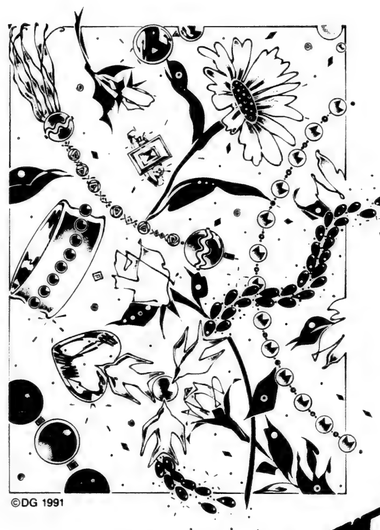


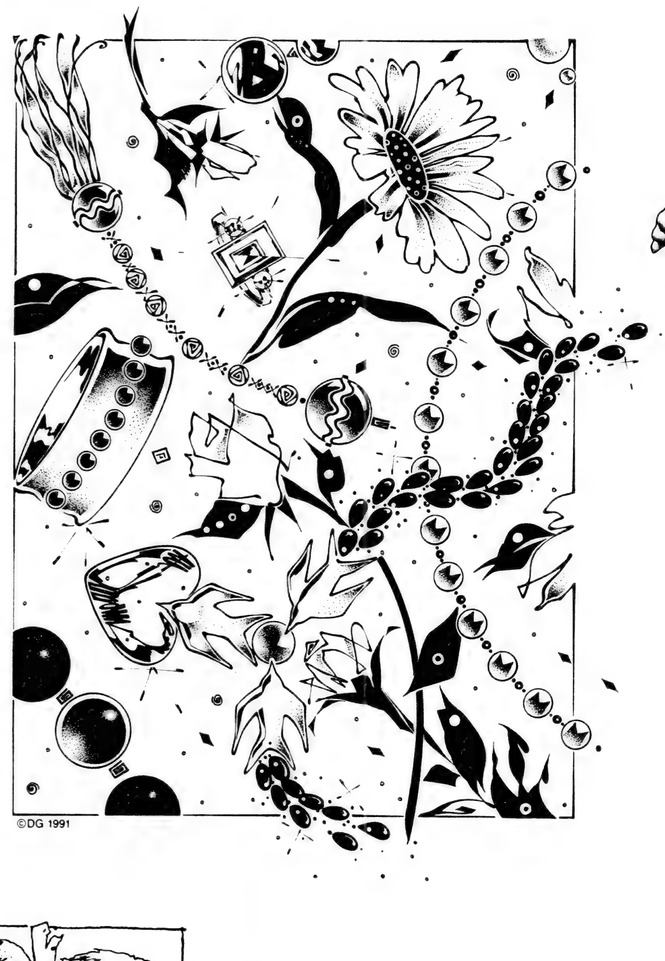
Special Mother's Day Sale
for preferred customers only.
Just bring in this postcard before May 11th and save 25% in every department.

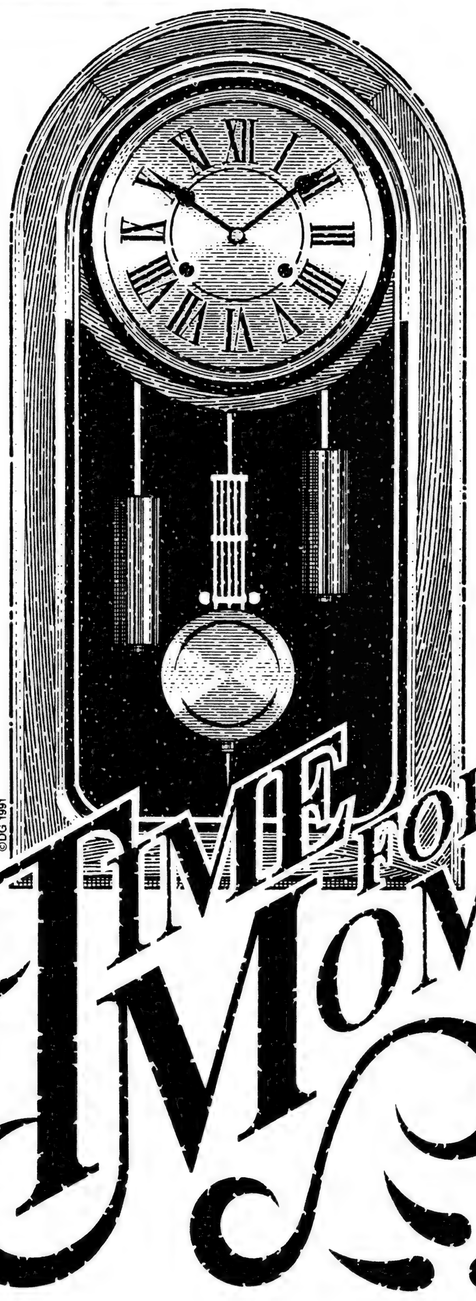
CORSELL'S **901 W. Greenpoint Ave.**











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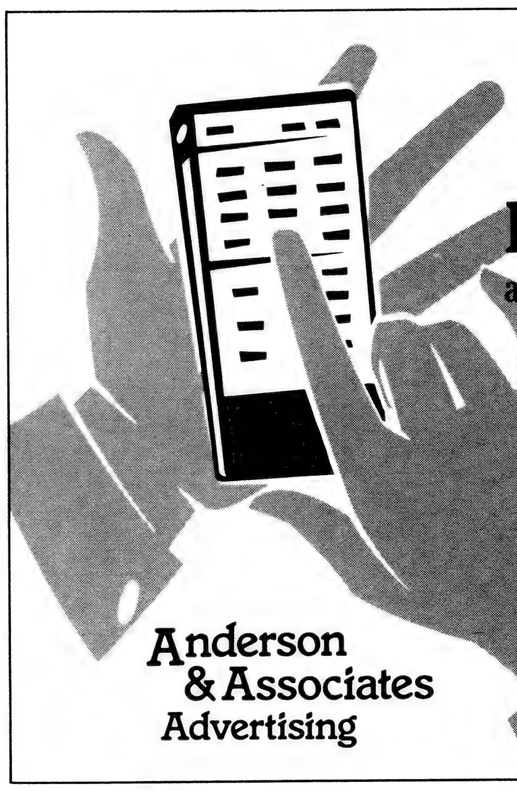

Push the right buttons

and your customers will respond

Take control of your success. Let us transform your potential customers into loyal customers.

Guaranteed results. Comprehensive market research and media strategy planning. All designed to develop advertising that hits home with your target audience. Your success is our top priority. **Let's talk now.**

Anderson & Associates Advertising

948 E. Sixth St. • Phone 555-8856

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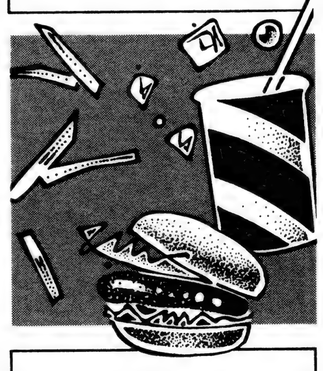
You can't beat our advertising results

More bang for your buck! Put the advertising power of newspaper to work for you.

Call Advertising Director Mike Ringenberg at 555-5896 for more information

THE HARTFORD OBSERVER

An unbeatable combination...



Price Service & Selection

Get the whole package here. We're the only dealer you need to visit when you shop for your next new car. **Come see us.**

NORTHTOWN AUTO

927 East Napolitano Road
Open 9-9 Mon. thru Sat.

Alderwood Mall

A symphony of shopping. That's what you experience when you shop here. Find a little of everything in our department stores, or a lot of something in our specialty shops. Looking for something in particular? Look here. Music, shoes, sporting goods, books, pets, jewelry, food, housewares, electronics, and so much more. And we do requests, too. Mall gift certificates are perfect for the person who has everything. So take a trip to the Mall today for shopping the way it's supposed to be. Fun.

COMEDY NIGHT

This Friday Night!
Sandy Beech

Come join us!
Shows at 9 and 11
with $5 cover charge.

Elsinor drafts...$1.25
Mixed drinks...$1.50
Margaritas...$2.00

Last Chance

Corner of First and Jefferson downtown

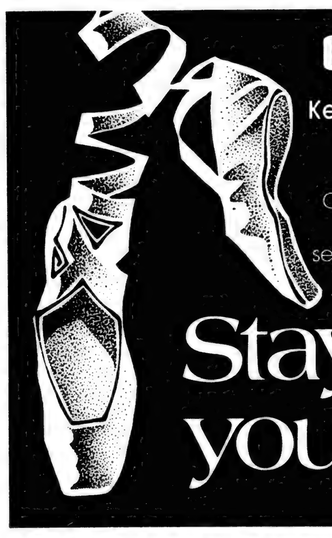
Whole lotta dancin' goin'on!

Show us your best moves!
Enter our Dance Inferno Contest and win a trip to the Dance Inferno TV show!

Saturday, May 18, at 6 p.m. is when it happens. Register by Friday, May 10, at the deejay booth. Entry is $15 a person or $25 a group. Grand prize winner will appear on **Dance Inferno**. Call for rules.

Confetti's

218 N. Willow Rd. • Phone 555-5890
The place to be for the teen scene



Crane College

Keep your mind in tip-top shape with continuing education classes. Call our phone registration hotline at **555-5696**. First session summer classes start May 27, so do it now!

Stay on your toes

WE'RE PLAYING YOUR SONG

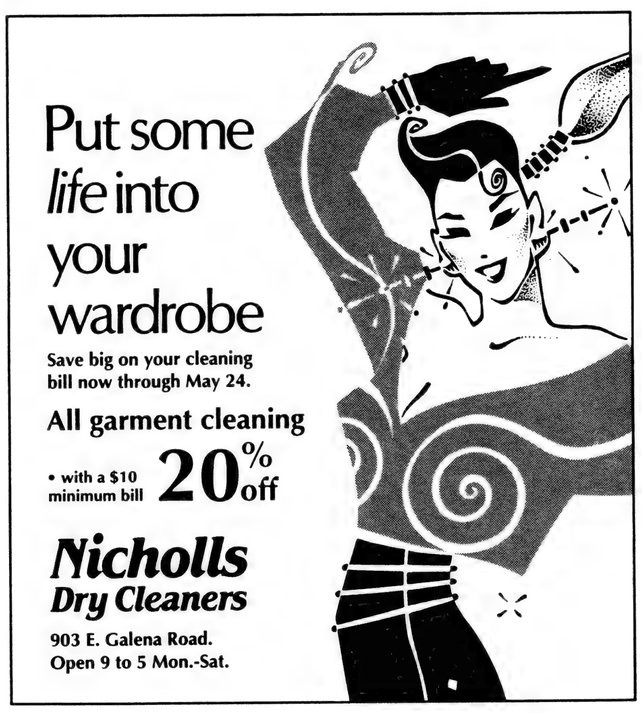
State of the art sound

Get close to the sound! Turn your home into a concert hall with the sonic clarity of digital audio.

Come in this week for 20% off all Nakayo CD and DAT players. Nakayo factory reps will be on hand to answer your questions.

jay's electronics

109 E. Sterling Rd. • Open Mon.-Sat. 10-9



Put some *life* into your wardrobe

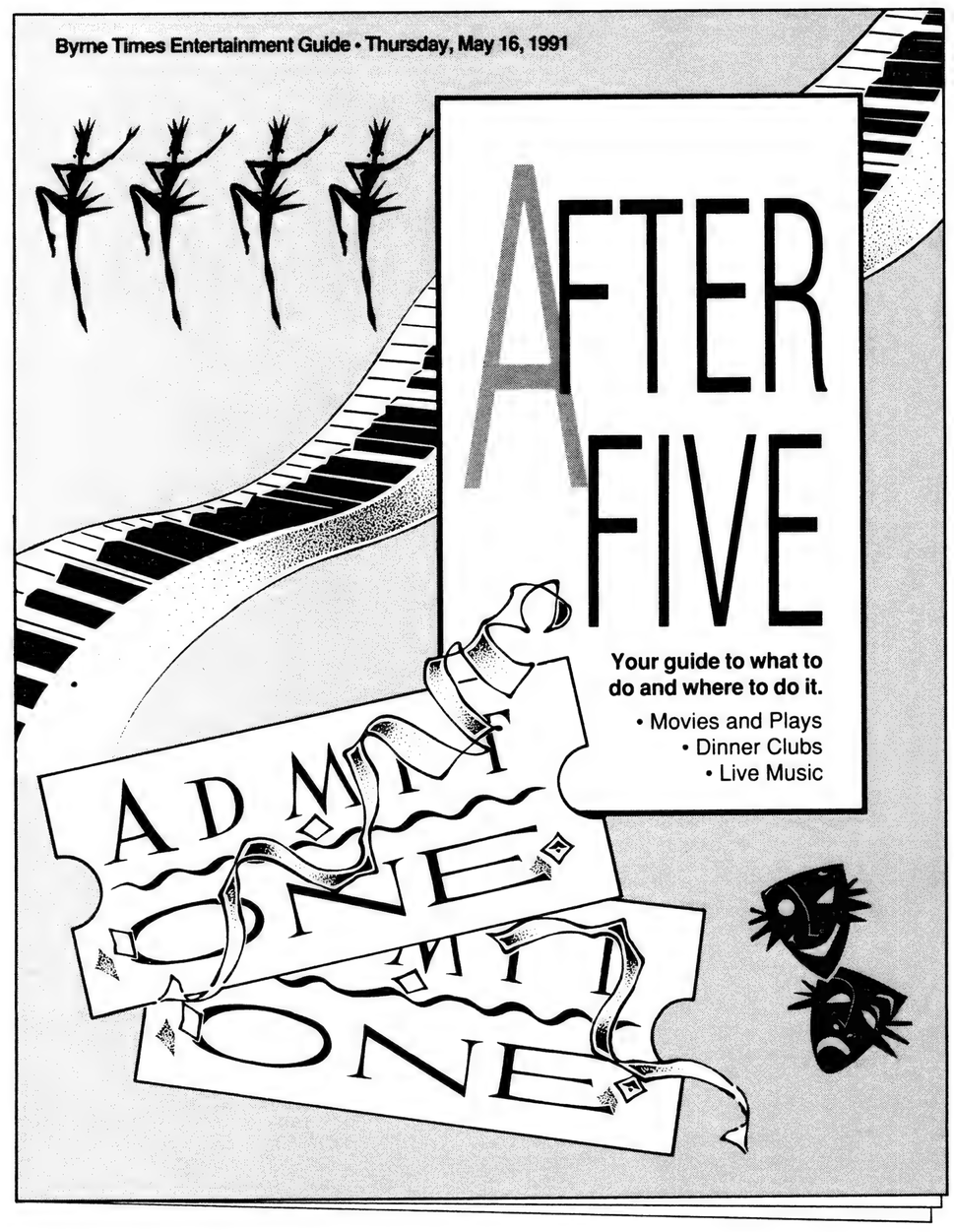
Save big on your cleaning bill now through May 24.

All garment cleaning

• with a $10 minimum bill 20% off

Nicholls Dry Cleaners

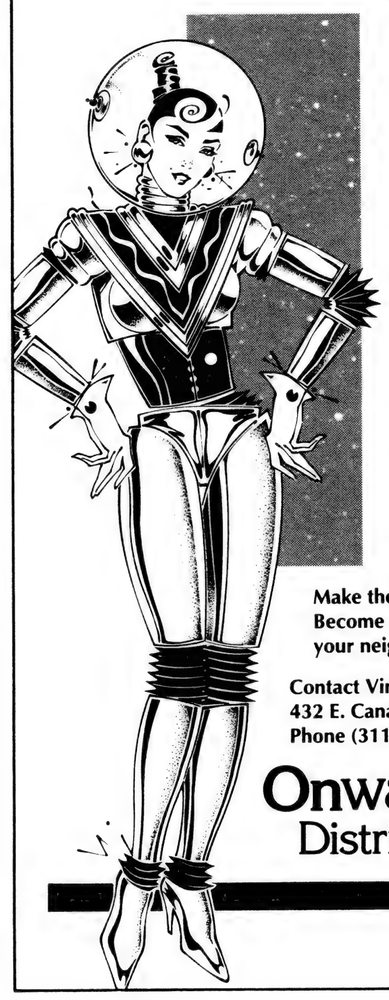
903 E. Galena Road.
Open 9 to 5 Mon.-Sat.



Byrne Times Entertainment Guide • Thursday, May 16, 1991

Your guide to what to do and where to do it.

- Movies and Plays
- Dinner Clubs
- Live Music



Settle into a career with a future

Sell from your home in your spare time!

Catch the wave of tomorrow. Home sales of our superior quality products are your ticket to easy money.

Make the right move today. Become an Onway broker in your neighborhood!

Contact Vince Coleman at
432 E. Canal Rd., Platt, IL 63844
Phone (311) 555-5899

Onway Distribution

JAZZ IT UP

Contemporary and traditional interiors for your home and office

- **Wall Coverings**
- **Oriental Rugs**
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- **Draperies**
- **Carpeting**
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- **Lighting**

Design Director Elizabeth Connell
9254 East Broadway Avenue

Devene Interiors
555-9867

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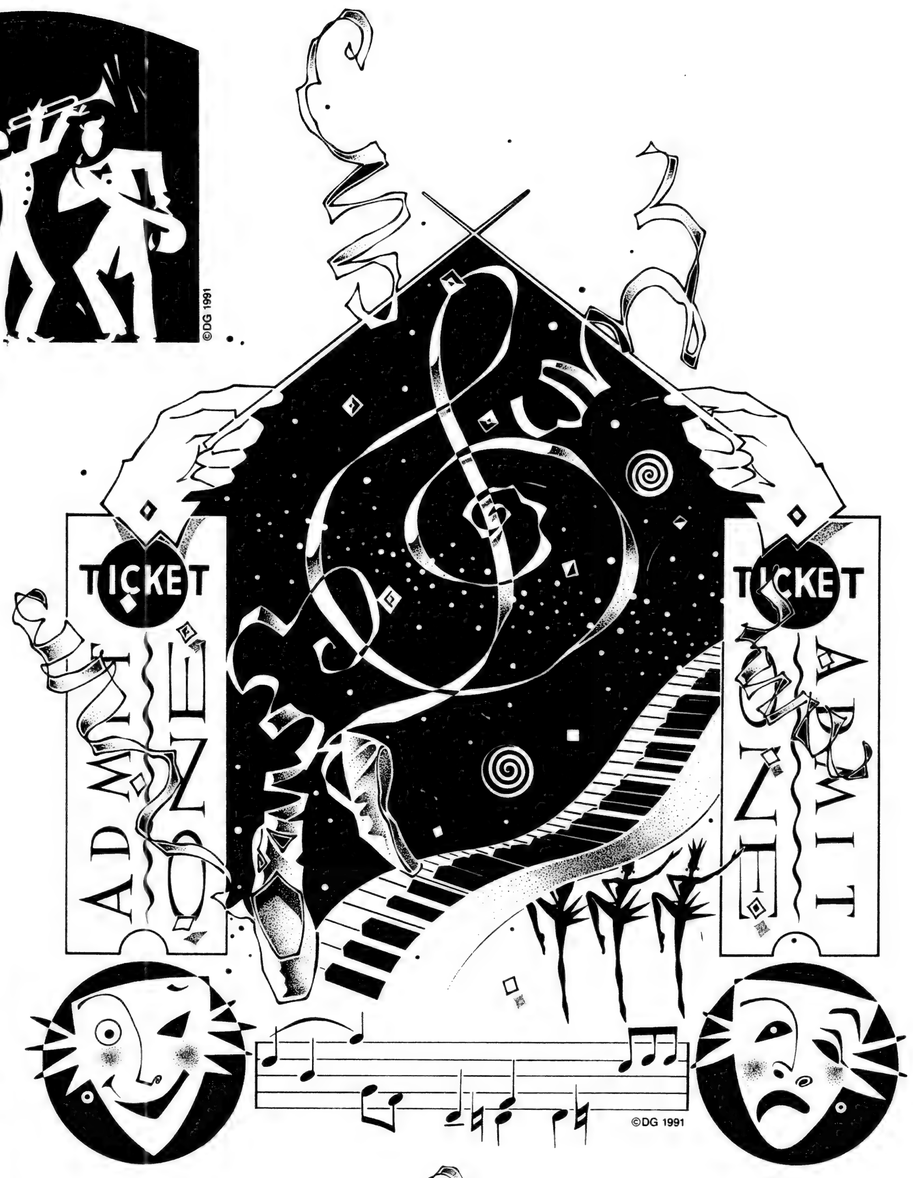
TICKET
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Galaxy
GRILL

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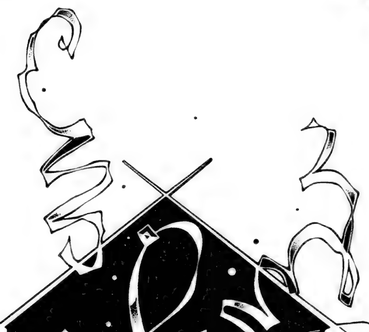

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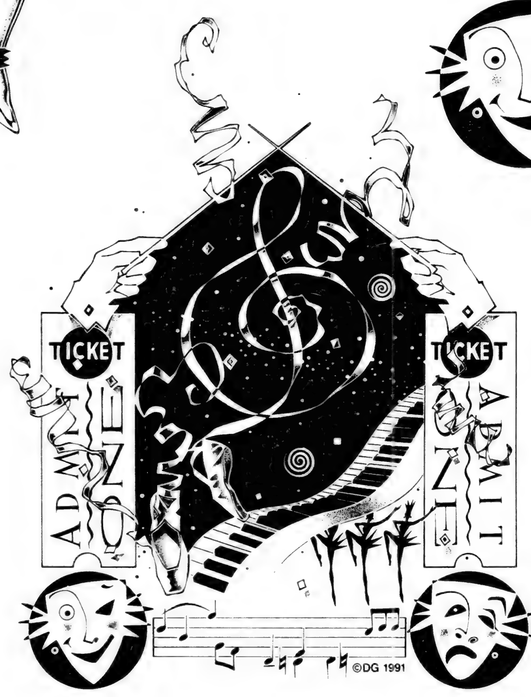
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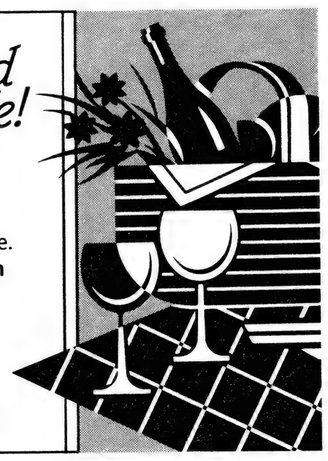
You've earned the good life!



Now live the good life!
Call today to find out more about the convenience and comfort of condominium life.

- **convenient location**
- **attached garages**
- **swimming pool**
- **tennis courts**

Mondo Condo Ltd.
357 N. India St. • Ph. 555-8978

Spring April '89 PMS

Spring

REMNANT SALE
Warm weather fabrics priced to move.

10-30% off

Hurry in! Sale ends Saturday, May 18.

KORI'S 112 E. Fell

Clip & Save May '86 PMS

CLIP & SAVE!

COUPON VALUES ON EVERYTHING UNDER THE SUN!

Midtown Drugs
218 E. Broadview Blvd. • 99 W. Cherry St.
Open 24 hours 7 days a week

GIVE YOUR HOME A NEW LOOK

Growing tired of the way your home interior looks? Change it! Imagine the possibilities, or leave it to us. Stop by the showroom today, have a look around, and see our great designs for the interior of your home. Free initial estimates.

Howlet Decorators
433 S. Sumner St. Phone 555-6564

SUITS SUITS and more SUITS

Hot styles for summer. From simple to sexy, we've got the swimwear to suit you. **Cool prices for summer.** Stop in and save on our big selection.

FASHION BOUTIQUE
119 N. Fell Rd.

We're Looking For WINNERS

We want you if you've got what it takes. The right person has a bachelor's degree in marketing and two to three years of work experience.

Send resume and salary history before Friday, May 17. No phone calls please.

ducco INDUSTRIES
321 N. Easton Drive
Powell, IL 61833-5654

For the latest in fashion news...

fashionable people turn to the Fashion Scene in the Observer.

We deliver the cutting edge in clothing every Thursday. **Subscribe!** It's the easy way to be in style.

THE OBSERVER
555-8786

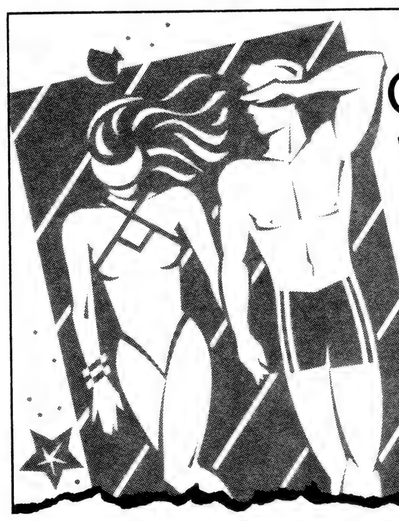
Mary, Mary, don't be contrary...

make your wardrobe grow, with shorts and things and all the savings we can bring!

May Day Summer Fashion Sale!

Save up to 20% on warm weather fashions from Wednesday, May 1 through Sunday, May 5.
• Shorts • Sundresses • Tops • More

Toni's
110 E. Cherry
Open daily 10-6



Get ready for a LONG, HOT SUMMER!

Work it out before you play this summer. Make sure your bod's ready to make the scene. Shape it up! Join the fitness club with muscle!

• aerobics • lap pool • indoor track • racquetball and basketball courts • weight machines

20% OFF A 6-MONTH MEMBERSHIP
Valid for new members only

Spring April '86 PMS

IT LOOKS LIKE

Spring

AND EVERYTHING'S COMING UP SAVINGS

A potpourri of shopping

LINCOLN PLAZA
154 W. Sheridan Rd.
Open 9 to 9 Mon. thru Sat.
Sun. 12 to 5

Save at every store! Clothes, shoes, crafts, furniture, electronics, jewelry, books, sporting goods, and more.

MAY 2-8

Welcome Spring April '87 PMS

Welcome Spring

Make your spring cleaning a little easier this year.

Draperies
Picked up from your home, dry cleaned, and delivered to you.

25% off
Thru May 31

KWIK Cleaners 404 N. Segueway

Elegant Entertaining

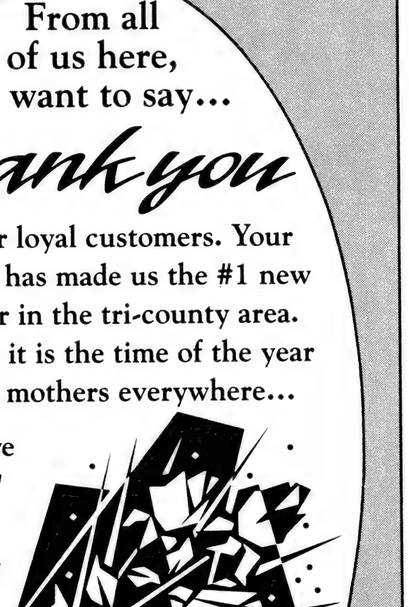
IMPRESS YOUR GUESTS WITH THE BEAUTY OF CUT-GLASS DINNERWARE AND FINE CRYSTAL STEMWARE. THE PERFECT TOUCH FOR SPECIAL OCCASIONS.

Valerie's
Gift Shop
OAK CREST PLAZA

Graduated screen Jan. '89 PMS

The place to be seen

Look here. We're the place-to-be scene for the finest food, drink, and live entertainment around. Stop in next time you're in the mood for some uptown atmosphere.



marco 1047 N. Fell Ave.

From all of us here, we want to say...

Thank you

to all our loyal customers. Your patronage has made us the #1 new car dealer in the tri-county area. And since it is the time of the year to salute mothers everywhere...

we say, "Love you Mom!"
Happy Mother's Day!

Tom Park NEW CARS
849 E. Willowbrook Avenue 555-9566

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for
MOM
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for
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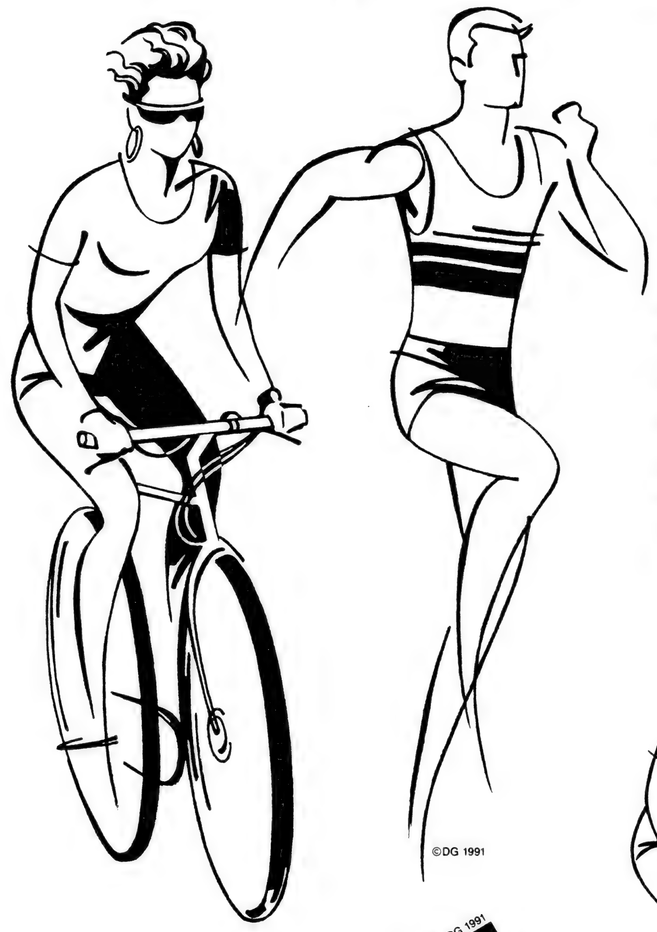
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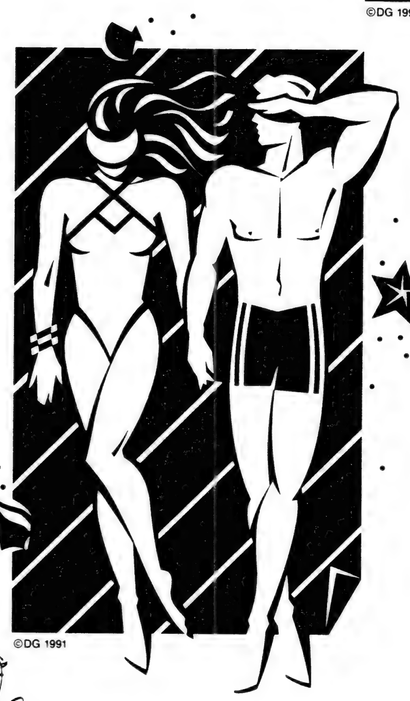
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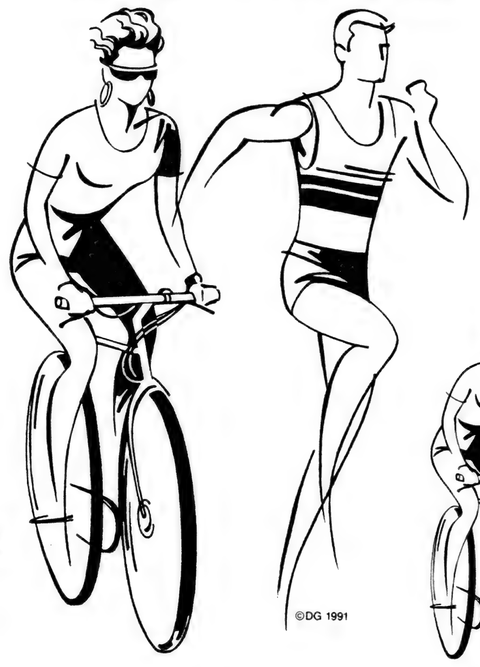
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CELEBRATE
IN STYLE WITH A FREE BIRTHDAY DINNER

Bring in a birthday party of four or more and we'll pick up the tab for the guest of honor.

Offer is good on select menu items, including our famous teriyaki steak.

Valid i.d. required for proof of birthdate.

The Driftwood

Open 7 days a week
11 a.m. to 11 p.m.
Phone 555-9665

5679 S. Strichwood Drive across from Southwick Mall

LOSE MORE FOR LESS

Look great and feel great! Lose weight thru exercise and diet control.

You can lose an average of 5 lbs. a week with our economical plan. Call today!

SAFELOSS
555-7888
99 E. Adipose Ave.

Stars: June '87 PMS Lettering: May '82 PMS

martin's FOOD BASKET

MEMORIAL DAY Values

DOUBLE COUPONS
Seven days a week

Open daily from 8 a.m. to 7 p.m.

DELI

Sliced or Shaved
Frericks Turkey.... $3.39 lb.

Smoked or Baked
Harley Ham..... $2.99 lb.

Hot 'n' Spicy
Phillips Salsa..... $1.79

McCabe Farms
Sharp Cheddar
$2.49 lb.

Fresh Baked
French Bread..... $1.49

Wilma's Special
Pasta Salad..... $1.99 lb.

MEAT

96% Lean
Ground Beef... $1.99 lb.

Center Cut
Round Steak... $2.49 lb.

Wilbury Farms
Pork Chops..... $1.69 lb.

Extra Lean
Spare Ribs..... $2.39 lb.

Money back guarantee

GROCERY

Chef Corleone
Fettucini or Rotini
$1.79

More specials inside!

Icicle Boy
Fun Flavor Ice Cream
$2.49 ½ gal.

Cornucopia
Cream Corn..... 59¢

Just Desserts
Gelatin Desserts..... 69¢

Phenom Bread
Wheat Bread..... 99¢

Health Nut
Trail Mix..... 79¢

Prices effective thru May 23.

Not Years Away... Yours Today!

Now's the time to take that vacation you've always dreamed of. Quit wishing and do it! Anything's possible with the easy terms of our vacation loans.

You can be approved for a low interest vacation loan, based on your home equity, in a matter of hours. Come in and talk with your personal banker today and set sail for the tropics tomorrow. You deserve it.

MORRIS BANK
339 E. Knoxville • 555-6655
Member FDIC

There's No Better Time to Have the Time of Your Life

Retired, but not a retiring type? Live life at your own pace. All the pleasures of home without the burden of home maintenance.

Our condominium units give you the space and convenience you need. And you'll love the social atmosphere of our community. **Call us today at 555-7768, or stop by our office at 148 N. Fell for a tour.**

BRENTWOOD
RETIREMENT COMMUNITY

"We won't need to change our lifestyle when we retire, thanks to Layne."

Smart investments today mean a comfortable retirement for you tomorrow. The best time to start planning your retirement is today, so call us for an appointment. We'll put you on the right track.

LAYNE INVESTMENTS
342 South University, Suite D
Phone 555-7889

It's Your Turn to Relax

If you qualify for CareMed, take additional measures against the rising costs of health care.

Get good Healthsense.

Healthsense is our new complimentary medical program that protects seniors against the high costs of medical care in the 90s. Members enjoy free medical consultation, free nutrition analysis, second opinion services, and much more. So don't worry anymore. Get Healthsense.

Fill out and mail

Name _____

Address _____

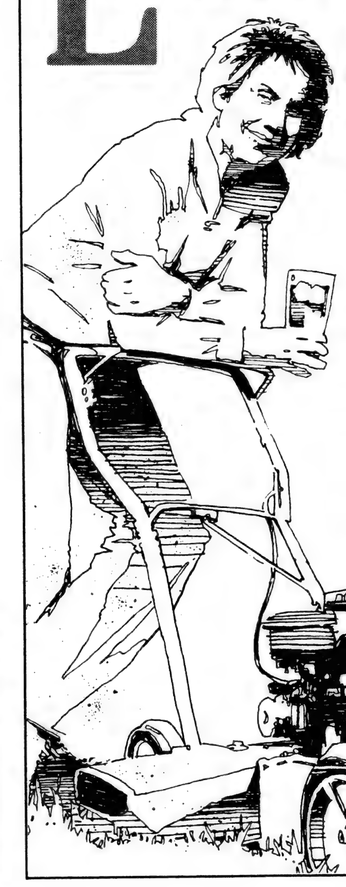
Phone _____

Send to: Healthsense
Chatwood Med Center
Narnia, Il 64599

Fill out and return this coupon for more information on Healthsense and how you can join.

CHATWOOD MEDICAL CENTER

EVERYONE CAN USE A LITTLE SUMMER HELP



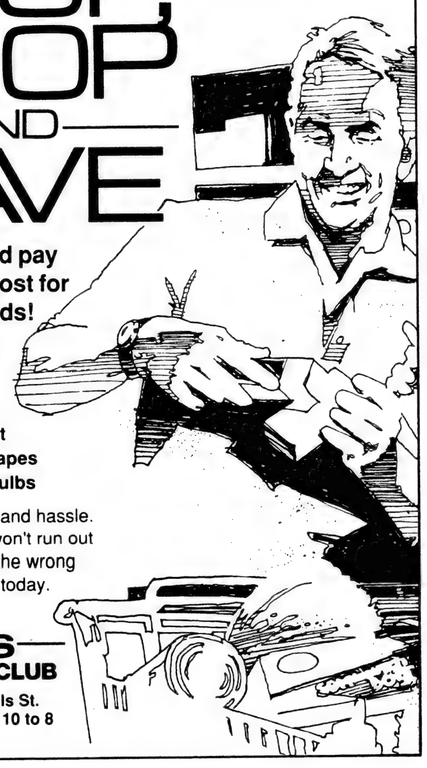
Got any solid plans for this summer? Put your time to good use. We can set you up with a summer job that gives you more than pocket change.

Put together a resume, bring it in, and we'll help find the right job for you. From temporary work to part-time and full-time seasonal jobs, we can find a job that fits your needs. Hurry in to get the job you want.

Job Placement Services

1012 E. Green
Mon.-Fri. 9 to 6
555-6678

STOP, SHOP AND SAVE



Join the Club and pay only 5% above cost for name brand goods!

- **Sticko Duct Tape**
- **Revum Motor Oil**
- **Primp Shampoo**
- **Vamoose Detergent**
- **F/X Sound Blank Tapes**
- **Bright Idea Light Bulbs**

Save yourself money and hassle. Buy in bulk and you won't run out of important items at the wrong time. Stop in and join today.

—Fred's—
WHOLESALE CLUB
922 E. Willow Knolls St.
Open Mon. thru Sat. 10 to 8

We Guarantee You Won't Lose Your Drive at 55

The best way to deal with car trouble is to prevent it. See us before you hit the road this summer.

Tune up, safety check, and computerized wheel balance..... $49.99

Thirty minute oil change with all fluids topped off..... $16.99

All Super Tread and Road King tires..... 20% off

And we also specialize in exhaust systems, brake repairs, and air conditioning systems.

Paulson SERVICE CENTER

Open seven days a week from 7 a.m. to 10 p.m.

944 North Marvin Street
Phone 555-8688

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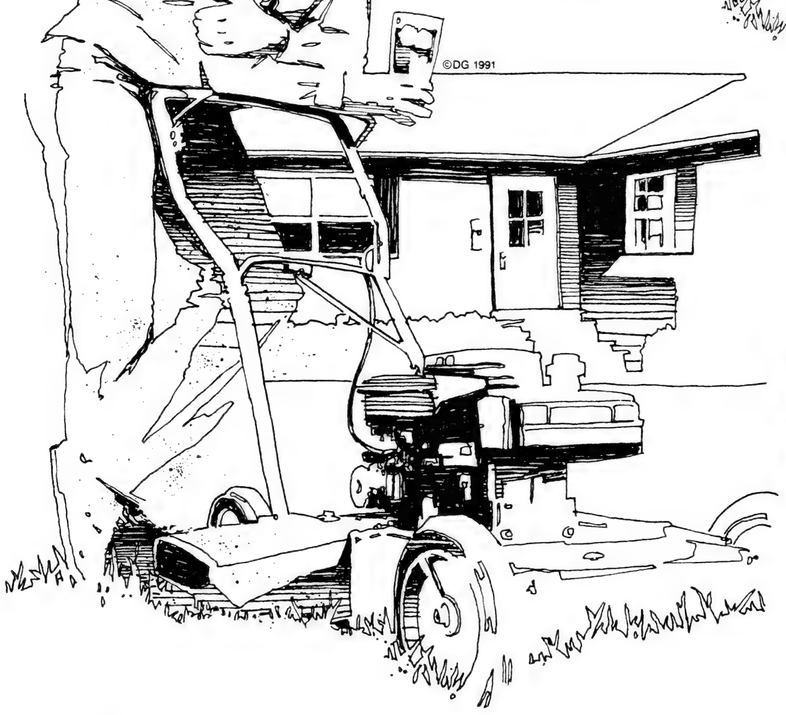
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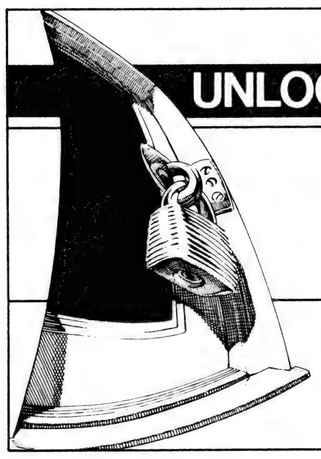


UNLOCK THE DOOR

TO A BETTER FUTURE

Continue your education with summer session classes. Classes begin Monday, June 3. Registration ends May 27.

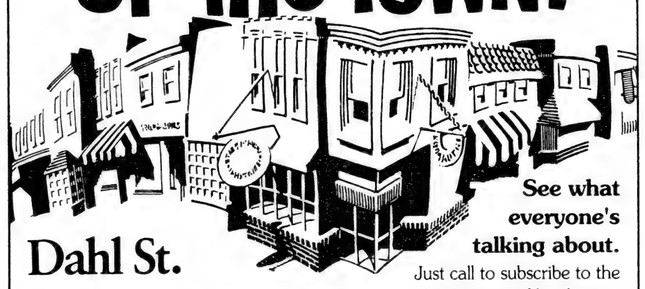
To register by phone, just dial 555-8216 from 9 a.m. to 7 p.m.

Central State College

Admissions 101 E. Van Buren

Headline Jan. '88 PMS

IT'S THE TALK OF THE TOWN!



See what everyone's talking about.

Just call to subscribe to the best source of local news. Dial 555-8993 ext. 34

Dahl St. Journal

"Sale" March '91 PMS "Sidewalk" July '89 PMS

SIDEWALK SALE

Walk on in and start to shop! This season's hottest savings are waiting.

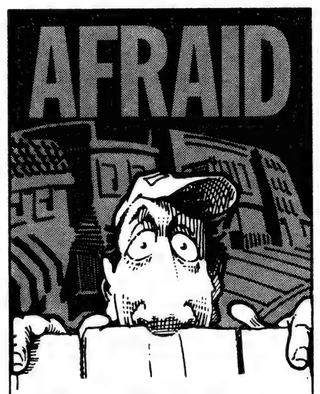
Great bargains are in store for you from now through May 25. Everything in every store has been marked down 15 to 40% just in time for sidewalk savings. Be sure to stop and shop at all of your favorite stores.

- Van Meer's • Oak Beach Leather • FootGearz
- Coulton's Furniture, Inc. • Sabrina's Boutique
- Whitehall Deli • Perigord Paints • Bluth's
- The Toggery • ModClothes • Vite Jewelry
- JeanJean's Coffee Bean • Budget Gourmand

Hurry out, these savings won't last!

-Westside Plaza-

Corner of Columbus St. and Carnegie Ln.



AFRAID OF THE DARK?

It's time to add some lights to your life

Brighten up any room in your home or light up your lawn. Our trained staff can install your lighting, or we've got all the supplies you need to do it for yourself.

• Benson Track Lighting
• Lightning Strikes Kits
Call for a free estimate
555-4890

CEIL'S LIGHTING CENTER
1134 E. Verdant St.

Jerry's Auto Supply

BRINGS YOU THEIR ANNUAL

TRUCK LOAD TIRE SALE!

MAY 17 - 19
10 A.M. to 7 P.M.

1909 Fulton
Open 10 to 9

Bursts Sept. '90 PMS "Sale" Sept. '88 PMS

It's the biggest sales event of the season!

Seventh Annual Truck and Van

TENT Sale

7 Big Days

500 TRUCKS & VANS
New and used, in great shape and priced to move

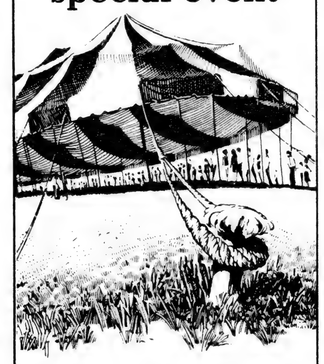
SAVE UP TO 30%
On all family size and conversion vans

1991 Recreation Vans
Super savings on fully loaded Citizen Monitor Vans

$1000 Factory Rebate

Save On Quality Used Models
'88 Imatsu Navigator **$9,773**
'88 Volka **$8,007**

Make any gathering a special event



Extra touches make your celebration complete

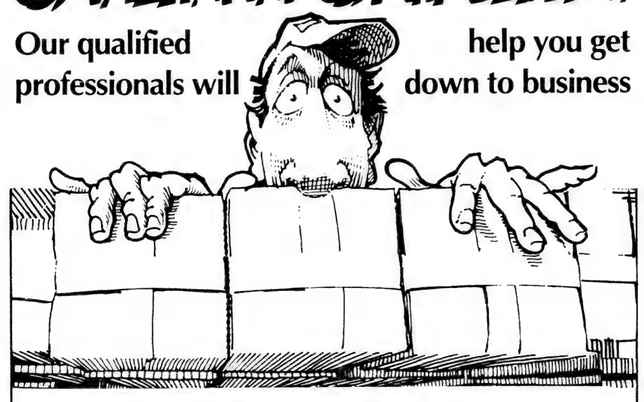
Rent a tent, tables, chairs, or anything else you need to make your indoor or outdoor celebration a special event.

• Sound Equipment • Stages
• Gazebos • Outdoor Grills

KOCH RENTAL CENTER
709 Easter St. • 555-9312

OVERWORKED?

Our qualified professionals will help you get down to business



General Clerical Temps
Available for full- or part-time dictation, typing, filing, or other general office work.

Computer Operators
Experienced personnel available for data entry on IM PC, PAC, or compatibles.

Receptionist/Switchboard
Trained to greet and direct business callers.

Housekeepers
Available for office or house cleaning or maintenance days or evenings.

Accounting Temps
Temporary bookkeeping help for small businesses.

Help is on the way! Just give us a call today at

555-5537

METRO TEMPS

Headline Sept. '88 PMS

Supplement to the Garrison News Sat. May 4, 1991

We've put Saving into HIGH GEAR!

MARTIN'S
Your Place For Super Savings
MAY 4-11

WAREHOUSE Sale

You'll love the looks and sounds of this sale!

Lowest prices ever!
We're clearing everything out! You save up to

30%

On all Kochica and Yomusara products

- 27" Color Televisions
- Portable CD Players
- 40" Stereo Speakers
- Car Stereo Systems
- Video Cassette Recorders
- Cassette Rewinders

Save up to 20% on equipment from
Ultrasonix, Samson, White Noise, Federation, Predator, and Tympanum.

Car Stereo Specials
Now to May 25, buy any car stereo and get it

Installed Absolutely Free!

Installation includes parts and labor. Stereo systems under warantee for 90 days.

Offer good only on
- Panatronic Sound
- Vellum Systems
- Bollix TruSound

Sale Ends May 25!

Universal Electric 903 Forrest St. Open 10 to 9

Headline Aug. '88 PMS

Inventory CLOSEOUT SALE!

Everything Must Go By May 31

We're moving to a new location, and we'd rather sell everything than move it! Come in and save.

½ OFF ALL

- Bath Fixtures
- Knox Floor Tile
- Track Lighting
- Storm Windows
- Filson Faucets

LAWSON'S HOME CENTER
101 N. MacLean St.

GOING OUT OF BUSINESS!
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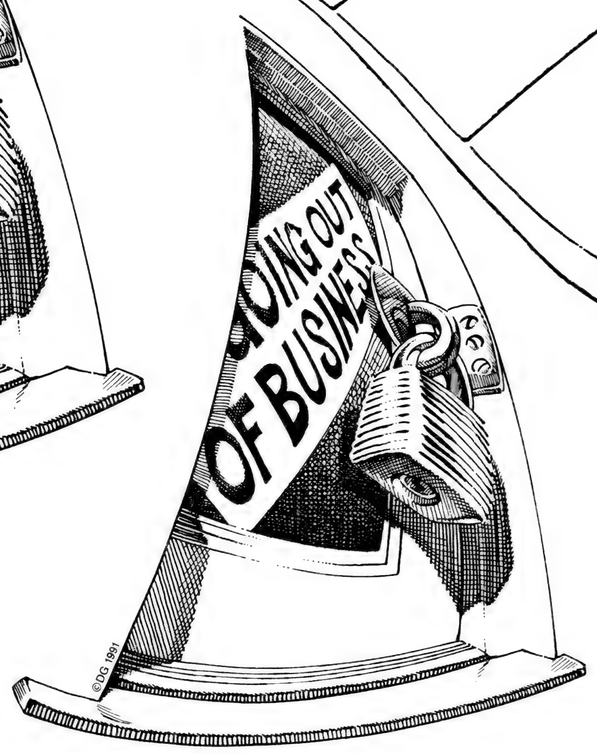
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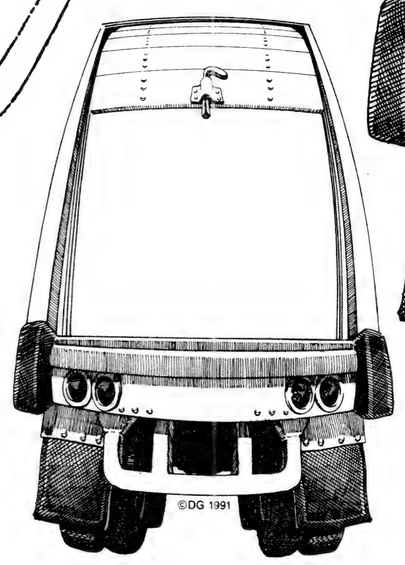
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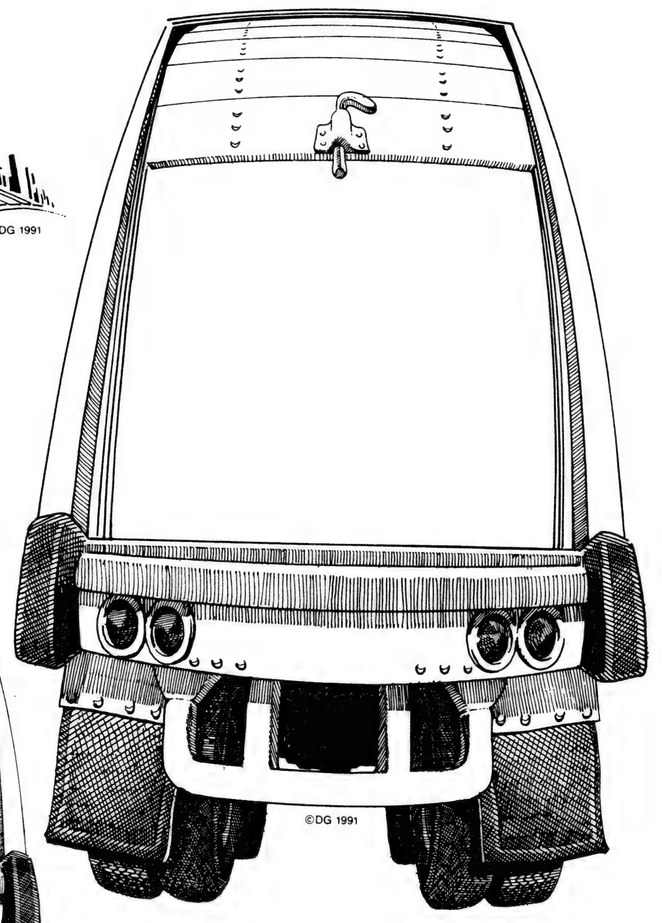
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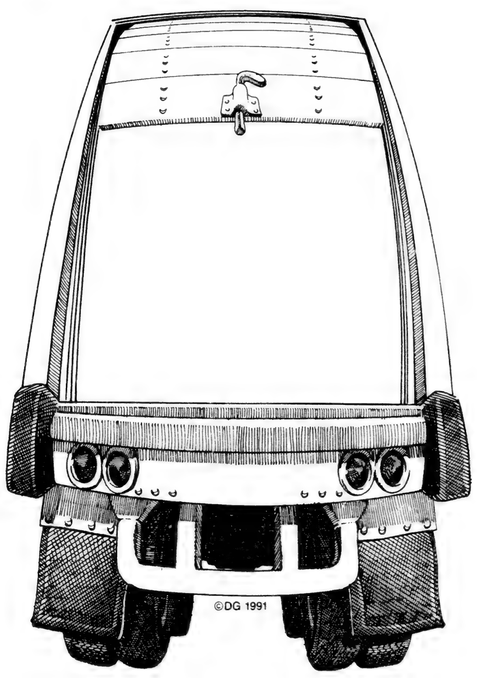
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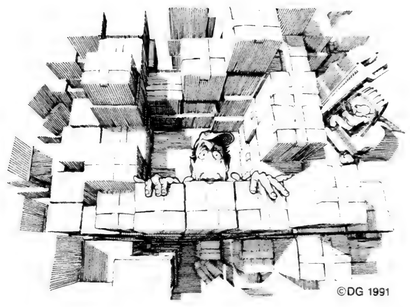
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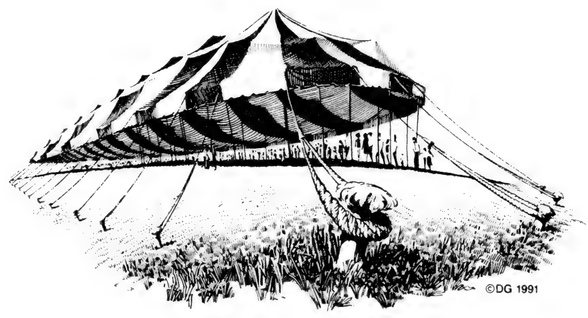
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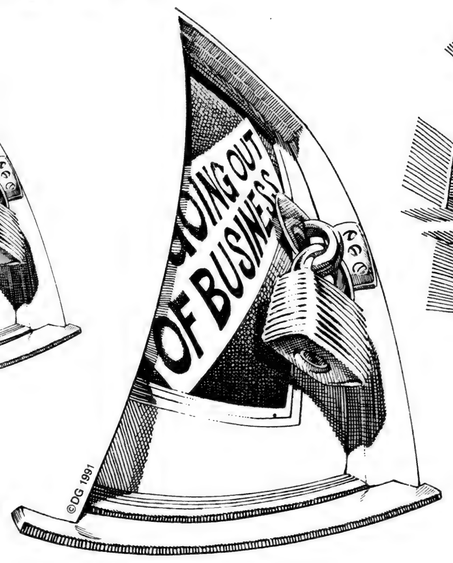
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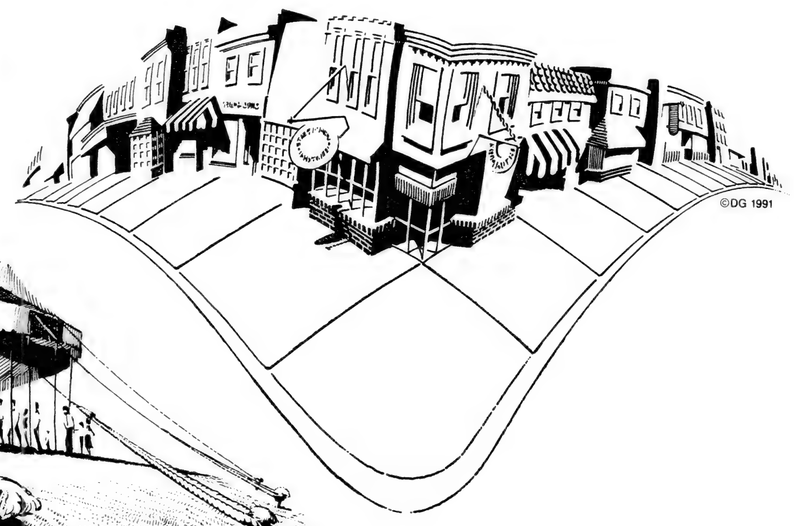
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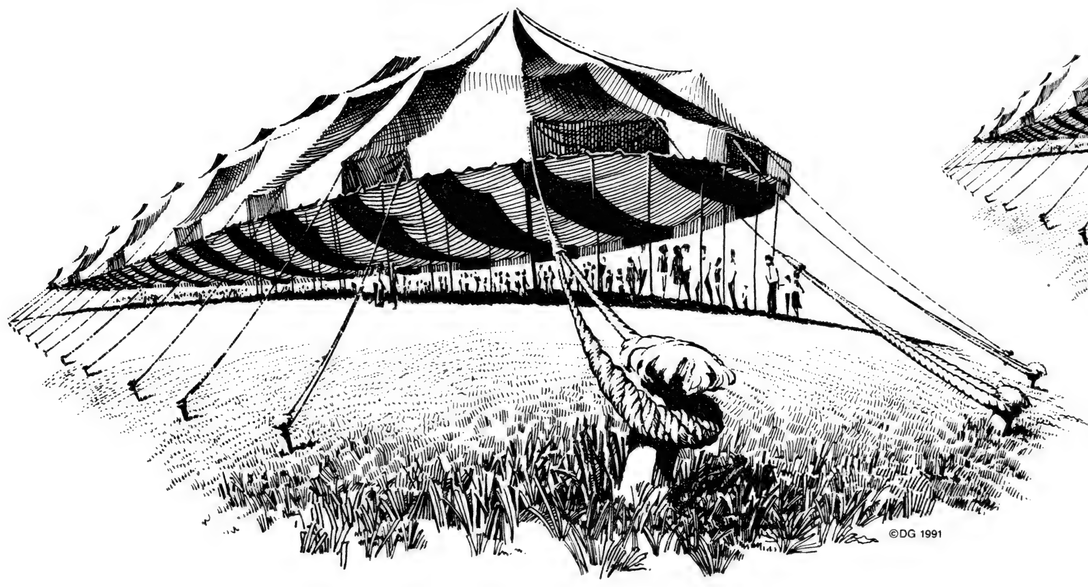
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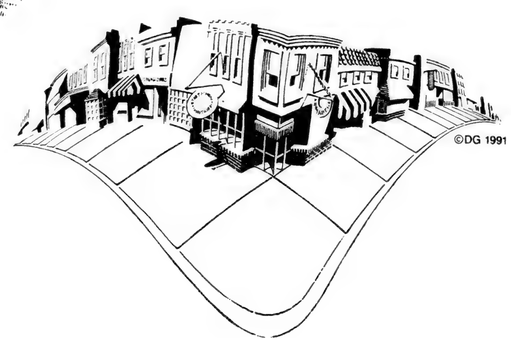
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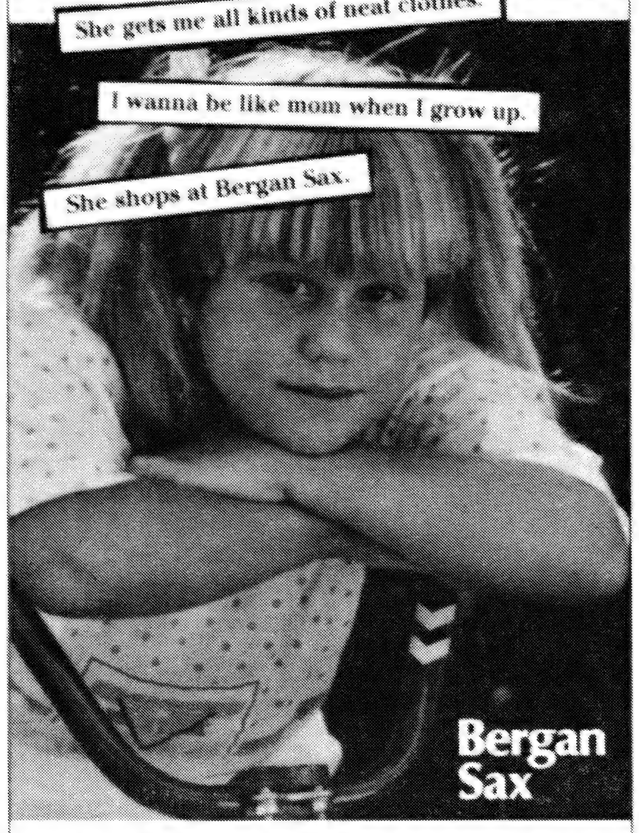
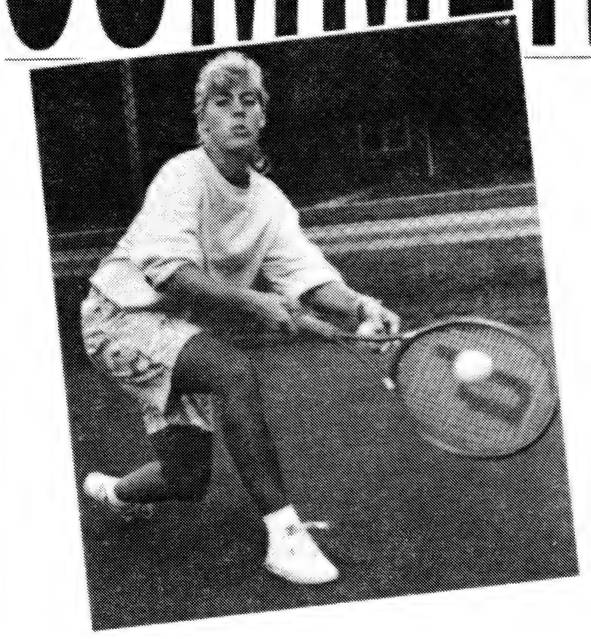


Blain Hills Mall • Mon. thru Sat. 9-9 & Sun 11-6

WE'RE HAVING A SHORT SALE BEFORE A LONG, HOT SUMMER



15% OFF
Entire stock of women's denim shorts
Great selection of styles, shades, and finishes from Blue Belle, Revamp, Marvin Cline, and Reid Carol. Reg. $24-$38. **sale $20.49-$32.49.**

20% OFF
Floral print cotton shorts from Solar Eclipse
Brighten up your summer wardrobe! Bold, sassy colors. Reg. $18-$28. **sale $14.49-$22.49.**

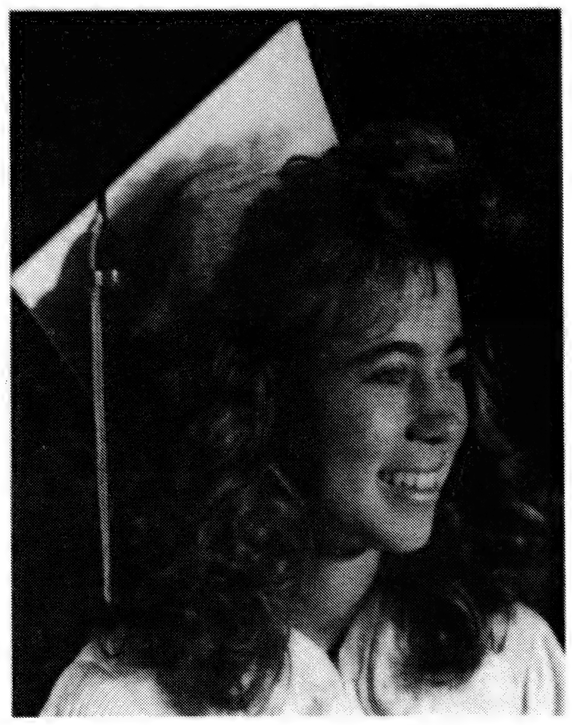
25% OFF
Entire stock of lycra-cotton workout shorts
A versatile fashion statement! Work up a sweat in these, or wear 'em out and about. Reg $15-$27. **sale $10-$20.**

20% OFF
Selected camp shorts from Reid Carol and Safari
Hit the trails in these rugged and stylish shorts in earth tones. Reg $17-$32. **sale $13.49-$25.49.**

15% OFF
Entire stock of tanks and tees
Summertime classics! Reg. $8-$22. **sale $6.49-$17.49.**

Sale ends Sat., May 11

Hanley's
Rolling Hills Plaza



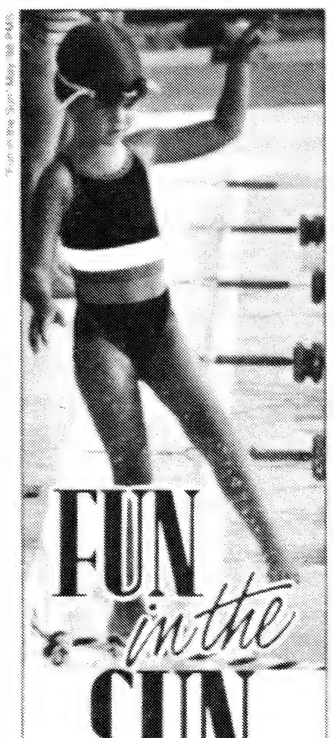
SUCCESS

CONGRATULATIONS TO ALL THE NEW GRADUATES FROM AREA SCHOOLS. YOUR HARD WORK HAS PAID OFF AND SUCCESS AWAITS YOU. WE WISH YOU THE BEST IN ALL YOUR FUTURE ENDEAVORS. SET YOUR GOALS HIGH AND ALWAYS STRIVE TO BE THE BEST YOU CAN BE. THE FUTURE IS YOURS FOR THE TAKING.

"LIVE YOUR BEST AND ACT YOUR BEST AND THINK YOUR BEST TODAY. FOR TODAY IS THE SURE PREPARATION FOR TOMORROW AND ALL THE OTHER TOMORROWS THAT FOLLOW." HARRIET MARTINEAU

WE'RE PROUD OF YOU

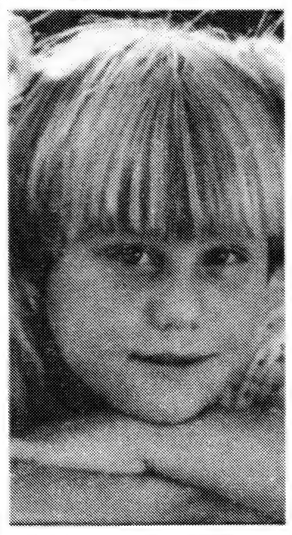
Daily 10-9 Bergam's Evans Mall



FUN in the SUN

Take a dip! We open for summer this Memorial Day weekend.

Central Pool
225 N. Lake St. ◆ 555-8765



Kid Stuff

May savings on comfortable, colorful, and durable fabrics. Perfect for the active lifestyles of kids.

20% OFF
All cotton fleece material. Regular $6.99/yard, now $7.19/yard.

100% Cotton Denim..... $9.89 yd.

Fabric House
837 S. Fourth • Mon.-Sat. 9-6

Put some punch in your layouts with creative typography. Use typography as a graphic element in your layouts. Large, bold headline type, above, is an immediate attention getter. Headline type, bottom left, substitutes artwork in place of words. Stylized headline pickups, bottom right and far left, complement the ad themes of fun and relaxation.

Make your dollars and cents grow. Invest with us.

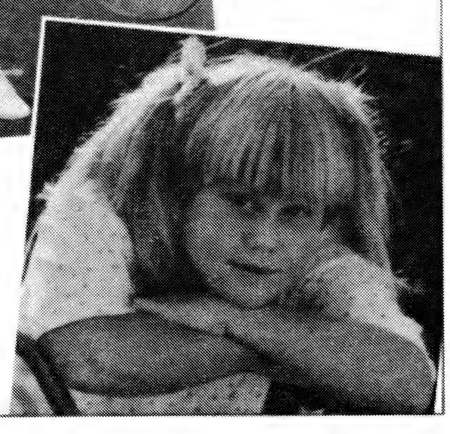
We'll put your hard-earned money to work for you. We offer the highest interest rates allowable by law on low risk, high return investments such as certificates of deposit, treasury bills, and money market funds. Come in and talk with one of our investment bankers and see what we can do for your investment portfolio. **Your pennies saved can earn you financial security.**

Rockville Credit Union
3 locations · Willow Plaza · Jefferson Financial Bldg.· 307 N. Oak

For Girls Who Just Want To Have Fun!

Have the time of your life every day. Sign up today for the best summer camp around. It's fun and games for girls ages 6 to 16. First camp session begins Mon., May 27, so register today before it fills up!

Summer camp activities include:
- horseback riding
- arts and crafts
- swimming
- tennis
- nature walks
- volleyball
- canoeing



Phone
555-8655
LAKE OF THE WOODS DAY CAMP
in Denton Woods

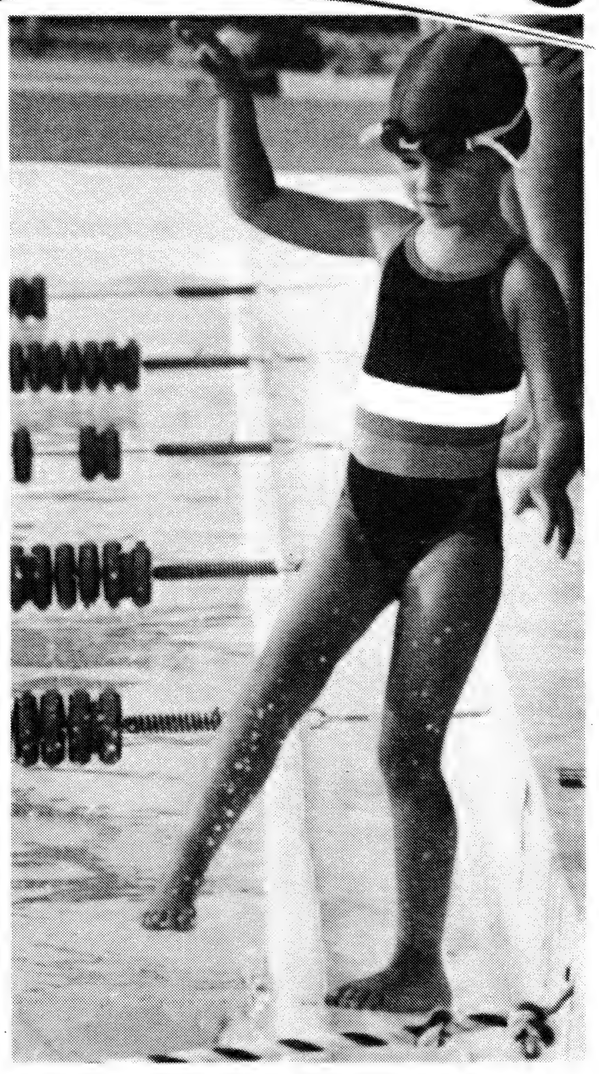
Take a Break

The water's fine! Dive in for a weekend of fun!

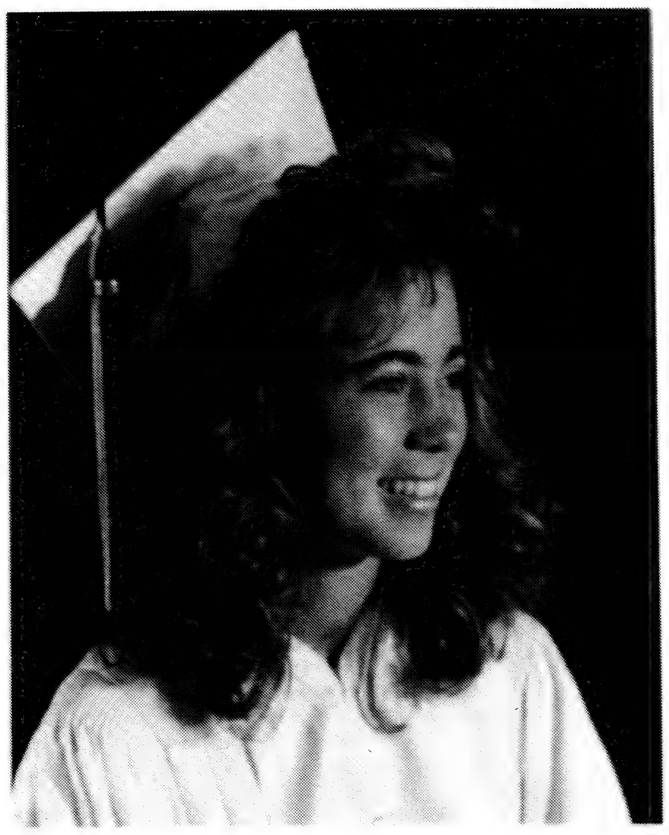
Break away from the same old routine. Grab the kids and go where the action is. Spend a weekend sightseeing and relaxing with us.

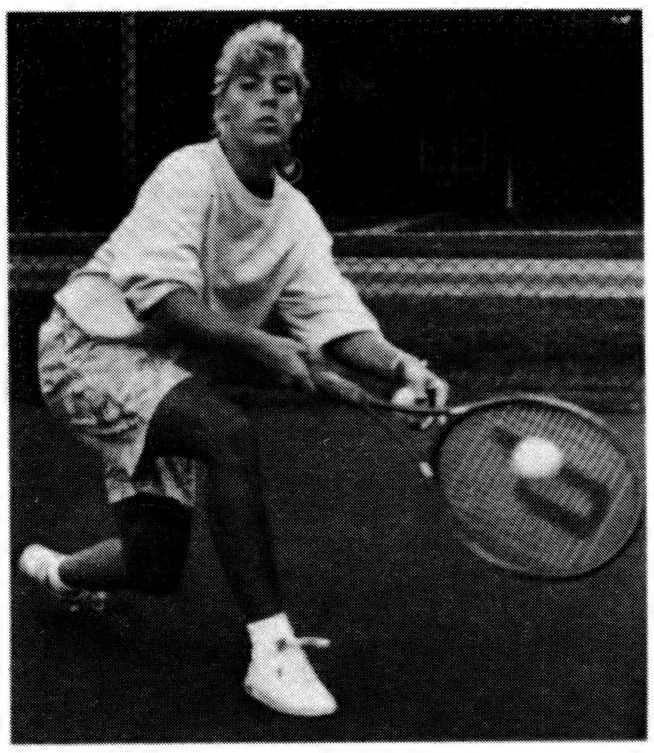
Visit the zoo, see a ballgame at Vet Stadium, or see a play in the theater district. Or just relax in our pool and jacuzzis and let us take care of you. And kids under 12 stay free.

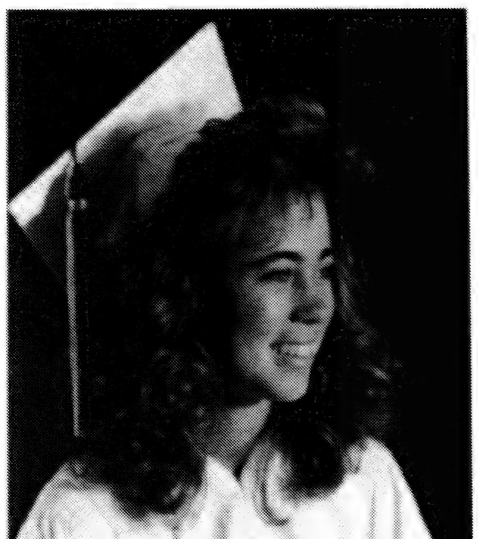
3-day Premier Weekend Packages start at $149.99
3 metro locations
- ***Belmont Heights***
- ***Riverfront Landing***
- ***Dixon North***

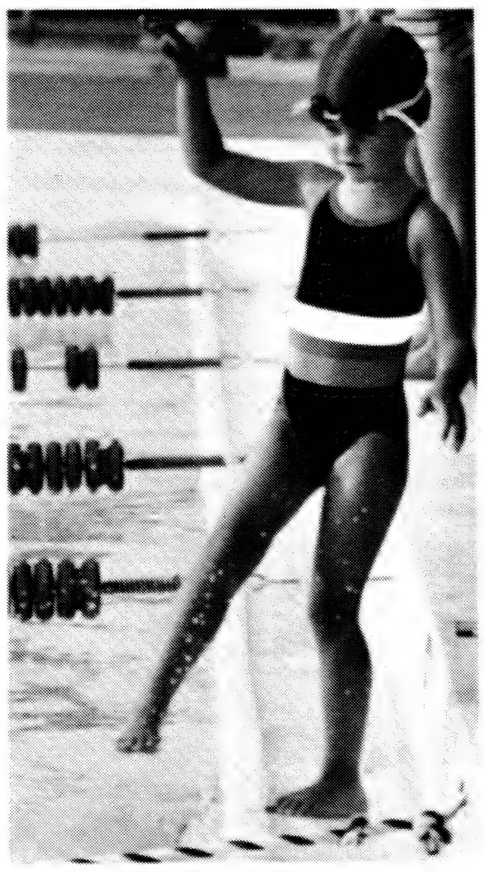


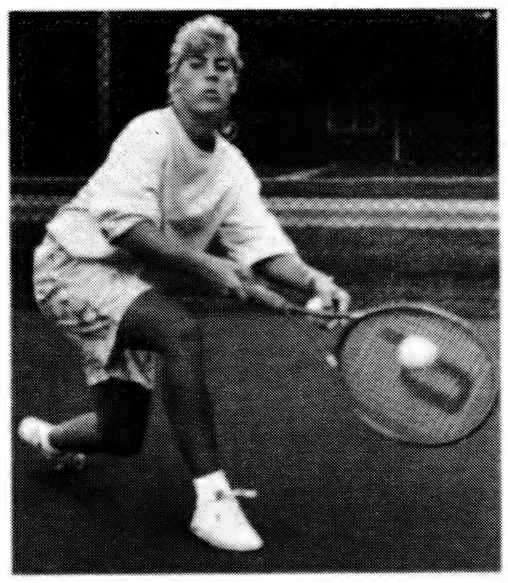
Premier Hotels
Phone (311) 555-8986

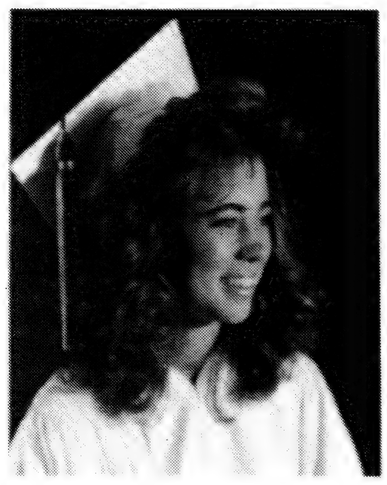












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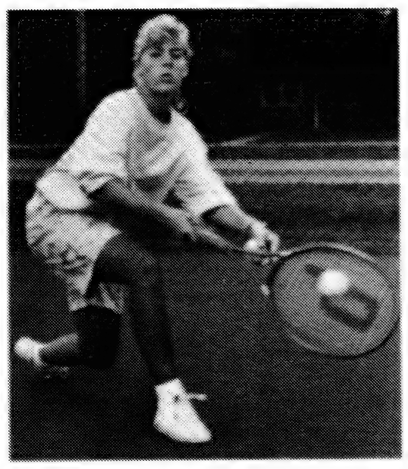
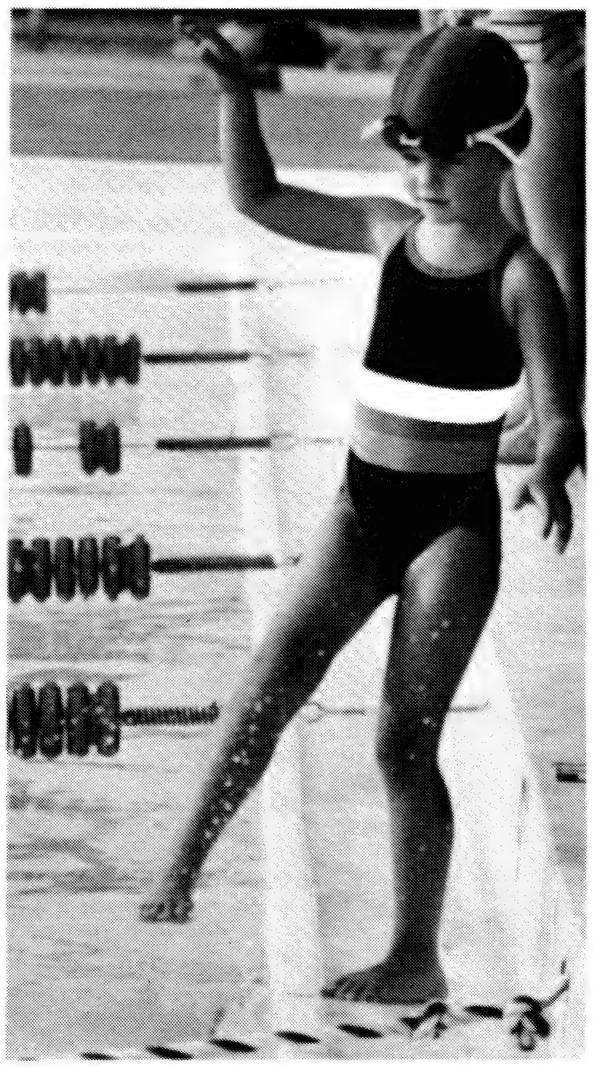
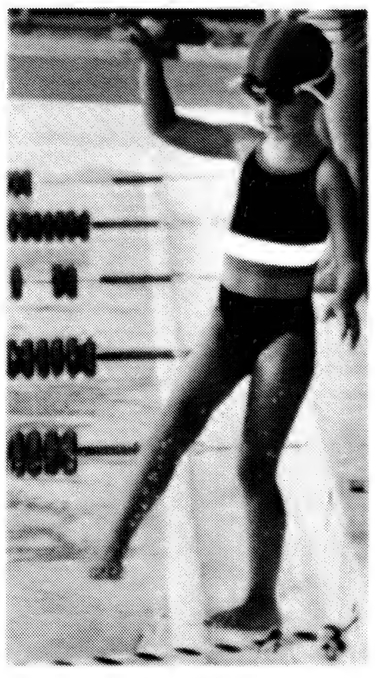






"Dive Into Summer" April '89 Clipper

DIVE INTO SUMMER!

Watch your paper for our special summer fun activities and entertainment supplement.

Make the most of your summer! Check out the Summer Fun supplement appearing in your paper Saturday, June 22 for tips on outdoor fun for the family, nightlife, Lars Park activities, and summer party ideas.

The Herald Telegraph

Serving as the twin cities first choice for news since 1912.
New subscribers phone: 555-7712

Head May '88 PMS

There's no place like HOME

And there's nothing like owning your own home. It's easier than you think.

Call today for a complete listing of available homes.

Smythe Realty
100 Wildwood St.
555-6820

Picnic Party & Open House

Come join the fun on Sunday, May 19. Enjoy free hot dogs and sodas and take a tour of one of our model homes. Plus games and free balloons for the kids.

Oak Tree Estates
Turn right on Rte. 9 after Jones Mart

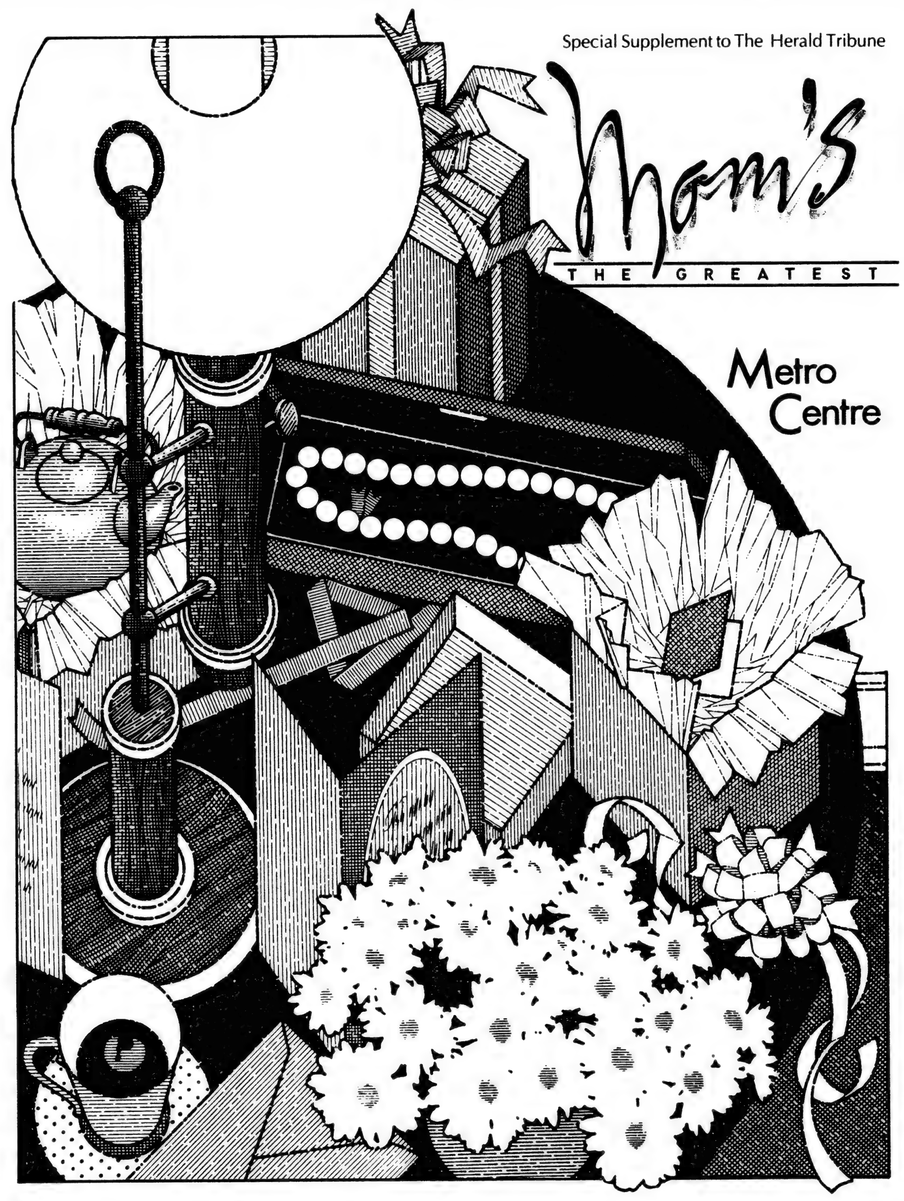
Head May '88 PMS

Special Supplement to The Herald Tribune

Mom's

THE GREATEST

Metro Centre

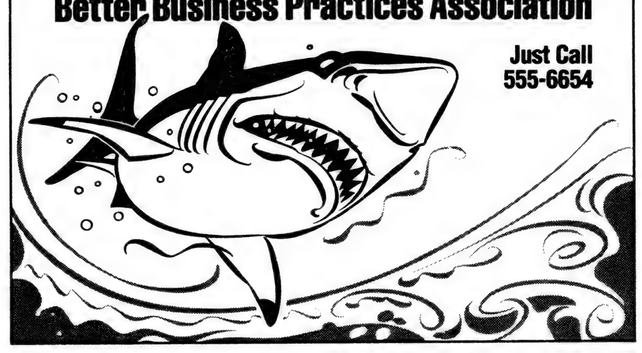


Beware of Predators

Test the waters before you dive into a "deal that's too good to be true." Call our Business Hotline for quick information and referrals concerning your investments. You can also call to register complaints concerning area businesses.

Better Business Practices Association

Just Call 555-6654



A Honey of a Deal

If you're looking for a quality new or used car, it's time to buzz on out and take a look at what we've got. Our prices have never been lower, and the deals have never been sweeter.

'88	Chiyoda Mini-Van	$9,788
'88	Ironside XR Coupe	$9,886
'89	Mirage XL7 ZR	$9,676
'87	Garrison Van	$8,774
'89	Granite XTC	$9,776
'86	Kentor Sedan	$7,934
'86	Venture LXI	$7,889
'86	Venture LXIc2	$7,994
'85	Cochise Warrior	$5,339
'89	Vagabond XYZ	$9,554
'85	Sundance Piper	$6,889
'84	Fredder Lance	$5,100
'84	Artos Bijan	$4,900

Phillips Auto Sales
On Auto Row in Tremont • 555-9431

HOURS:
Mon.-Thurs. 11 to 8
Fri. 11 to 10
Sat. 10 to 10
Closed Sundays

After Work Food Buffet

Fridays Mean Free Food From 4 to 7

Blow off some steam! Join us every Friday evening for free food, $1 bar drinks, and 50¢ drafts or bottles.

Brannigan's
107 Fell St. • Open Mon.-Sat.

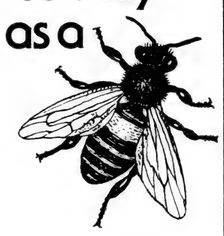
We guarantee to have your piping hot pizza delivered in 30 minutes, or it's free!

DEAL ON WHEELS

Now when you order any large or medium pizza, you get a second pizza for half price! Try our delicious original, Chicago pan, or thin crust pizza. Free drinks with every order. Coupon expires May 31, 1991

Perino's Pizza
160 Hovey St. • Open daily from 11 to 2 a.m. • 555-4389

If you're as busy as a



You can use some hard workers! Just call for experienced office personnel.

Readi-Temps
555-3830

Tie-in headline May '86 PMS

FREE Month's Membership in recognition of

NATIONAL PHYSICAL FITNESS SPORTS MONTH

Try us out during the month of May. If you decide to join, you pay no registration fee! Expires May 31, 1991

ÆGIS RACQUET CLUB
1001 N. Donovan Ln.

Baby, you're gonna love this sale!

Special Advertising Supplement To The Daily Review

The Baby Mart

Sunday May 19, 1991 — Sale ends May 31, 1991

Tie-in headline May '90 PMS

We're cooking up something good for National Barbecue Month.

Come on out and join the fun!

Free demonstrations start May 18

NATIONAL BARBECUE MONTH

Representatives of the Weller Grill Co. will be here to show you how to make the most of your barbecues.

Brown's Hardware

Demonstrations will be held from 1 to 6
101 W. Parkinson St.

FREE DEMONSTRATIONS

"Summer Sizzles" May '90 PMS

SUMMER SIZZLES

with 25% savings on our complete line of cookbooks, equipment, accessories, and novelties for the outdoor chef.

Hurry out! These sizzling summer sale prices won't last. Sale ends June 15.

Bouquet Garni
801 Glenlake Ave.

Open Mon.-Sat., 11 to 7 • Free Parking • Gift Wrap • 555-4998

Tired of the same old grind?

Travel adds flavor to your life!

Why not indulge your taste for excitement? Call your travel agent today!

Adventure Travel
101 W. Hovey • 555-4298

"Your Door to Excitement"

COLOR PLATE

BLACK PLATE

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Put the Bite on
SAVINGS
Time to
Save!
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Good Times & Good Tunes
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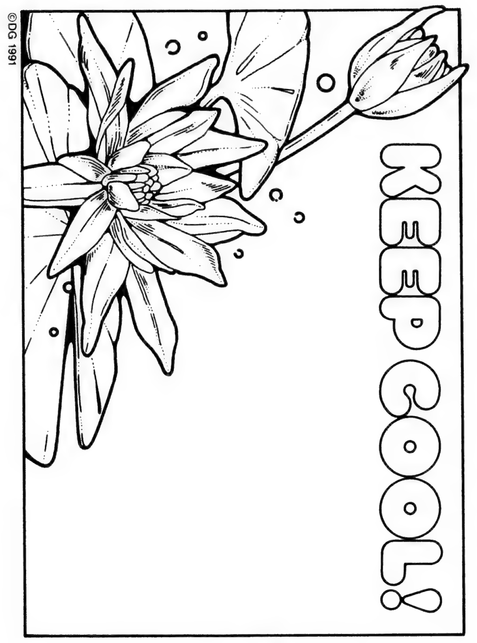
KEEP COOL!
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Summer Fresh!
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WEEKLY
SPECIALS
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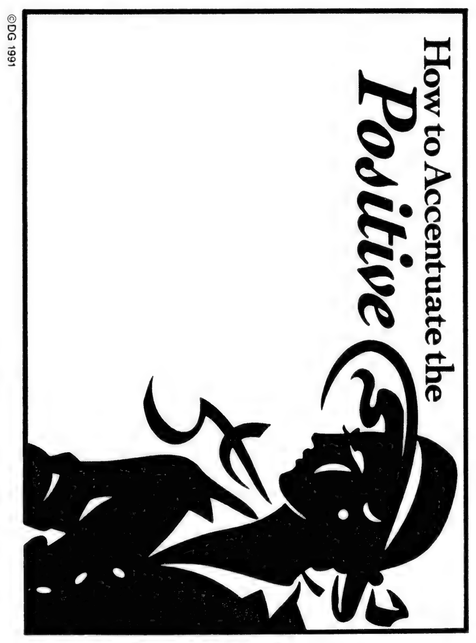
How to Accentuate the
Positive
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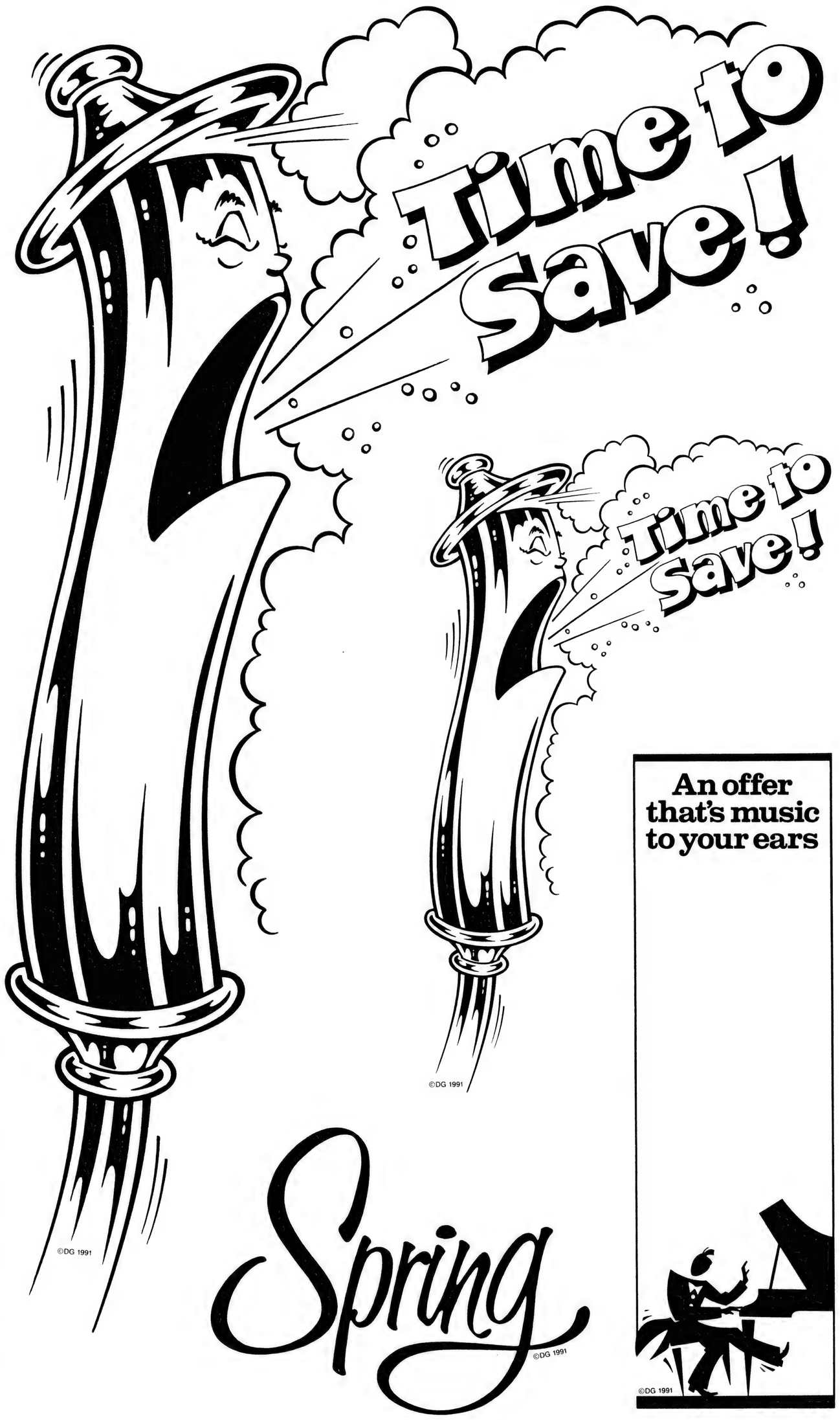
Time to
Save!
Time to
Save!
©DG 1991
Spring
©DG 1991

An offer
that's music
to your ears
©DG 1991

Spring

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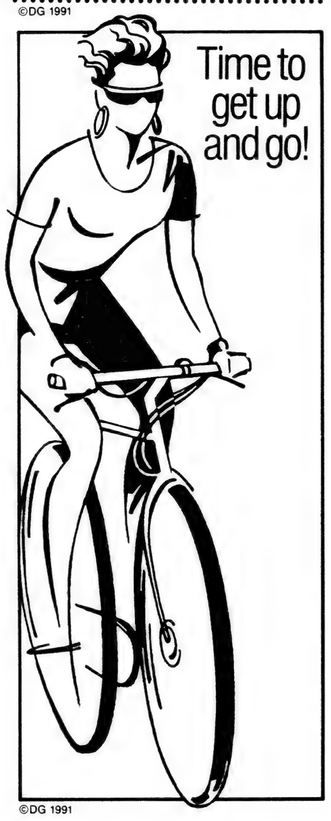

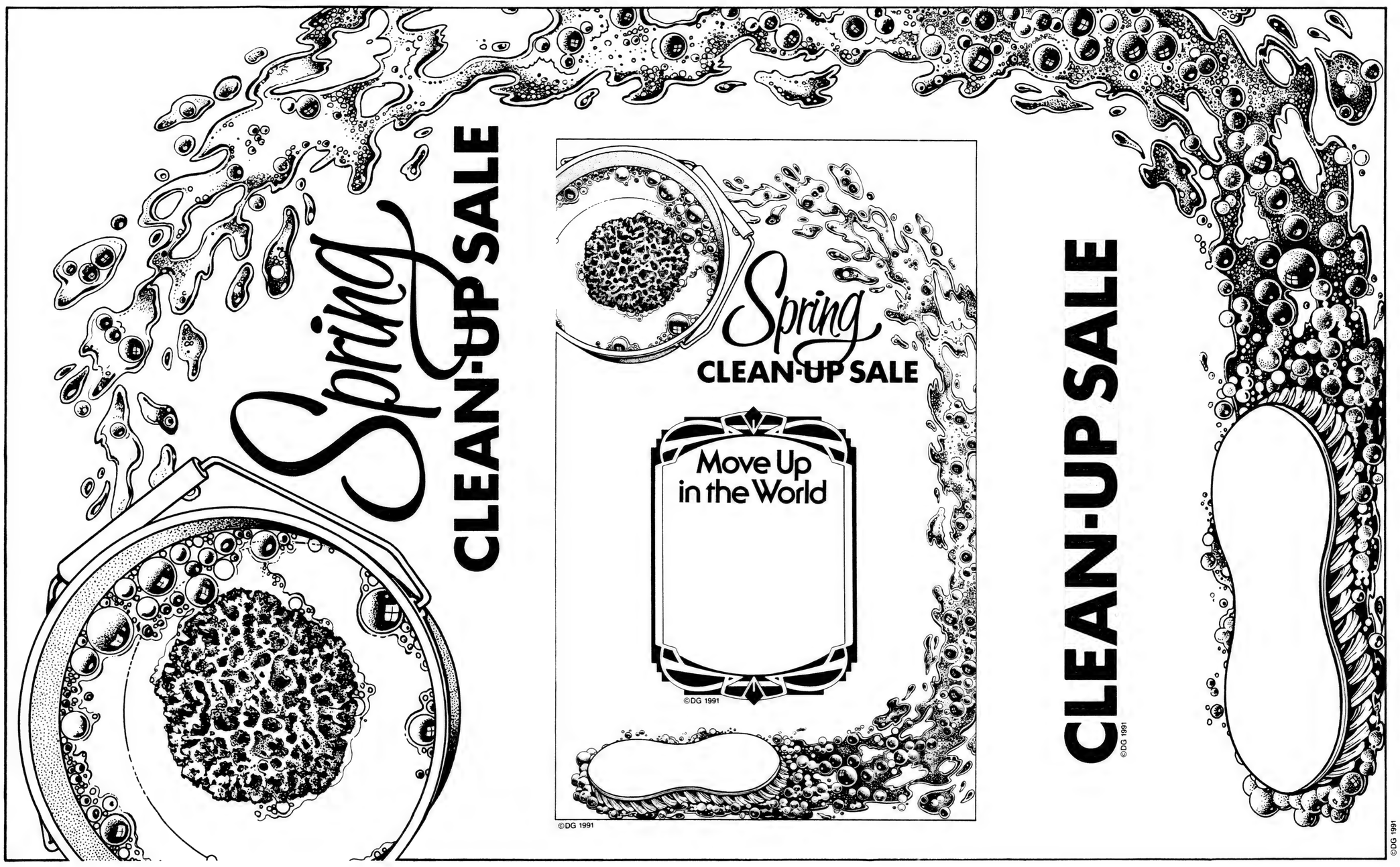

Now You're Cooking!

Now You're Cooking!

©DG 1991

Now You're Cooking!

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Be a smart shopper!

©DG 1991

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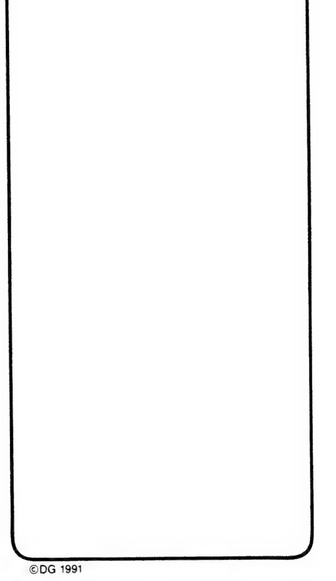
Our good taste shows in everything we do for you

©DG 1991

©DG 1991

Relax & Enjoy



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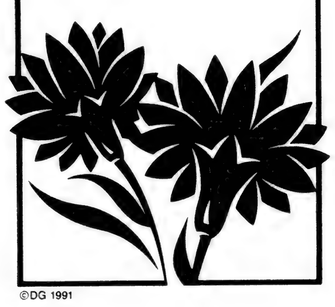
Spring Sale



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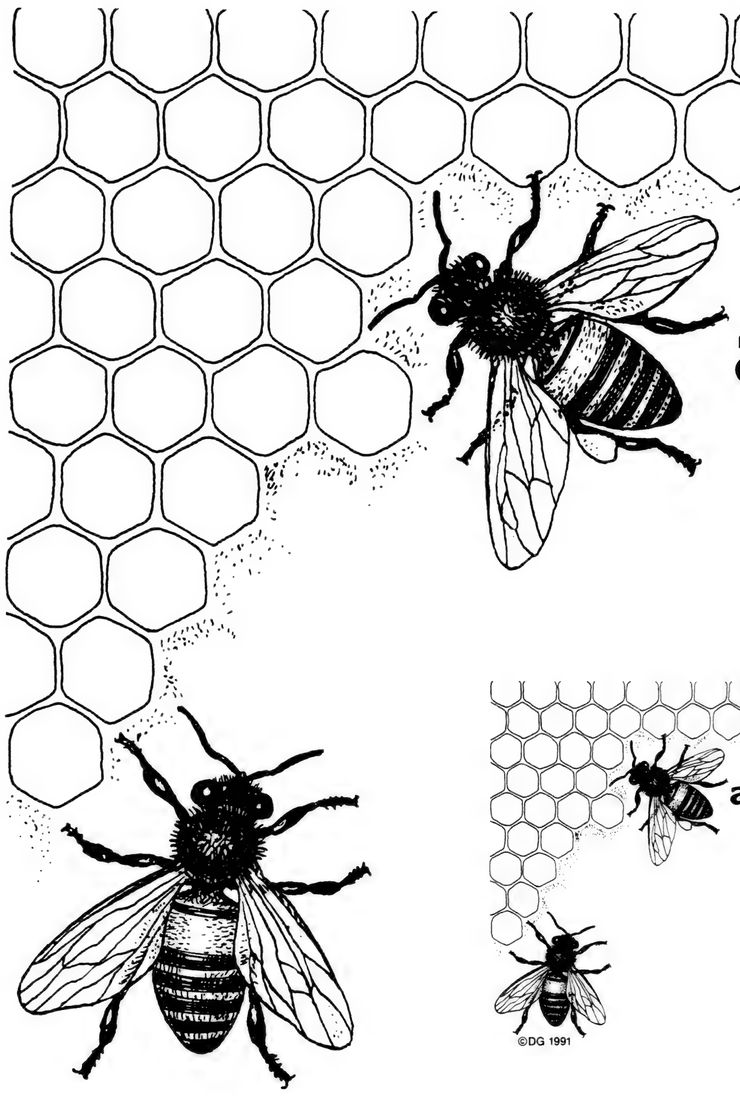
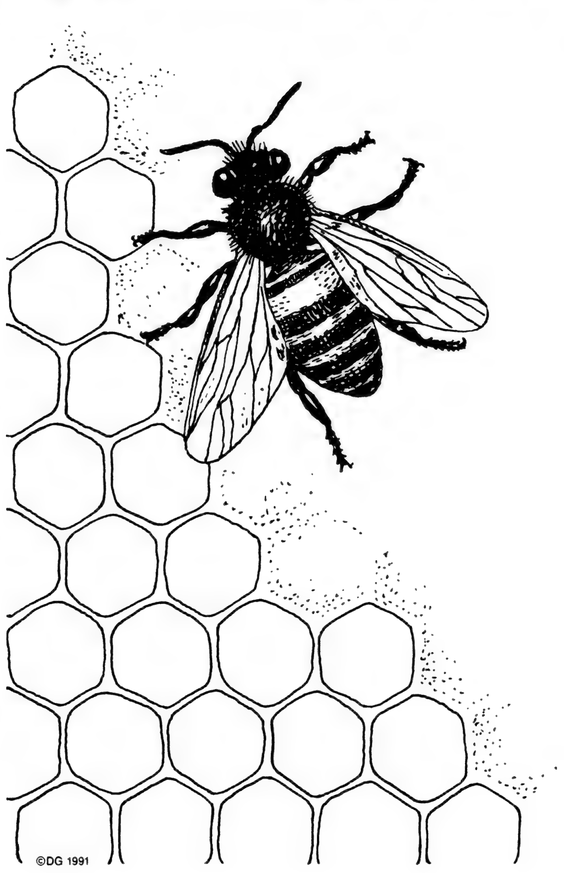
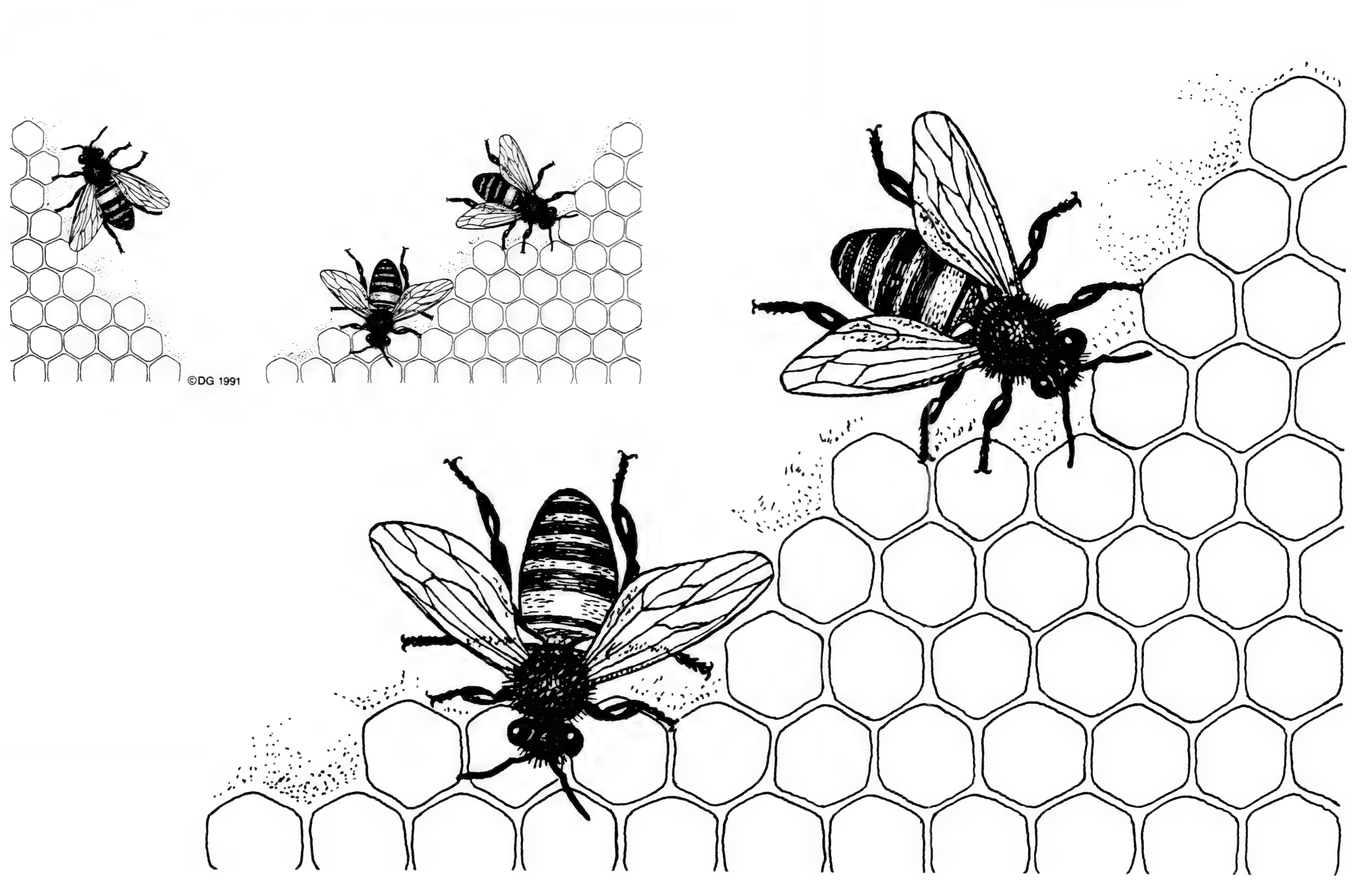
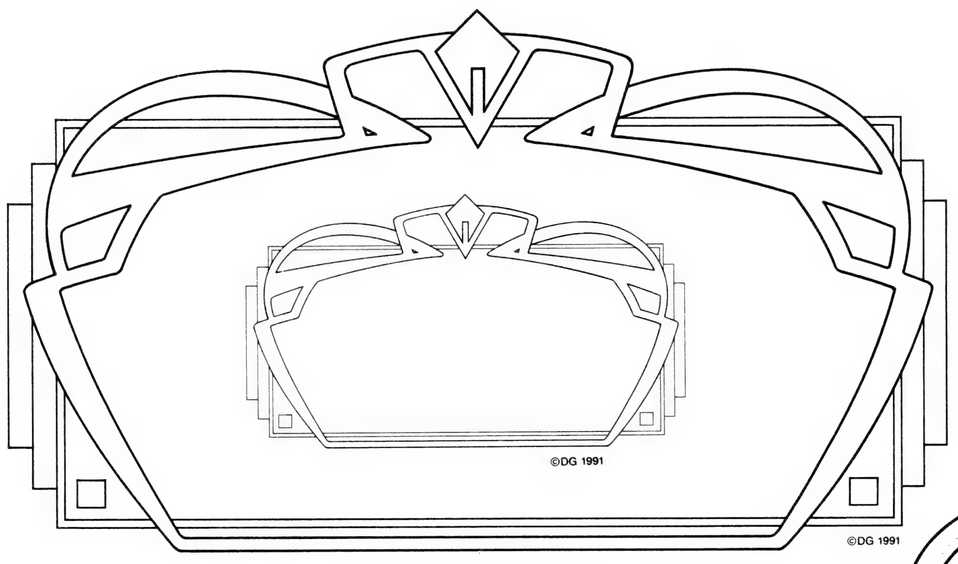






Spring ©DG 1991
CLEAN-UP SALE
Save!
Time ©DG 1991
Now You're Cooking! ©DG 1991
We Cater to Kids ©DG 1991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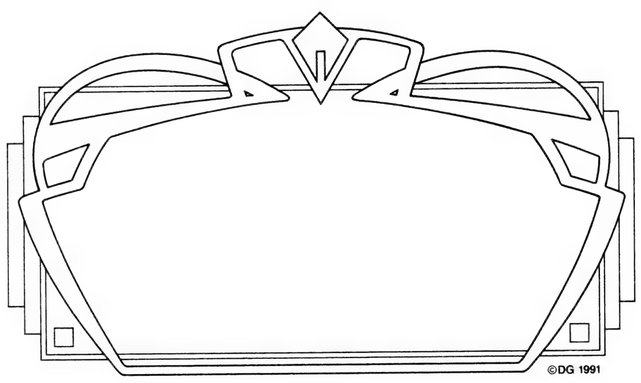
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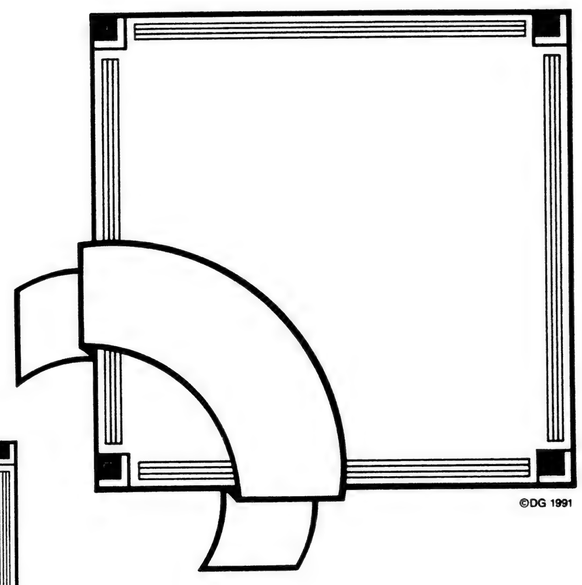
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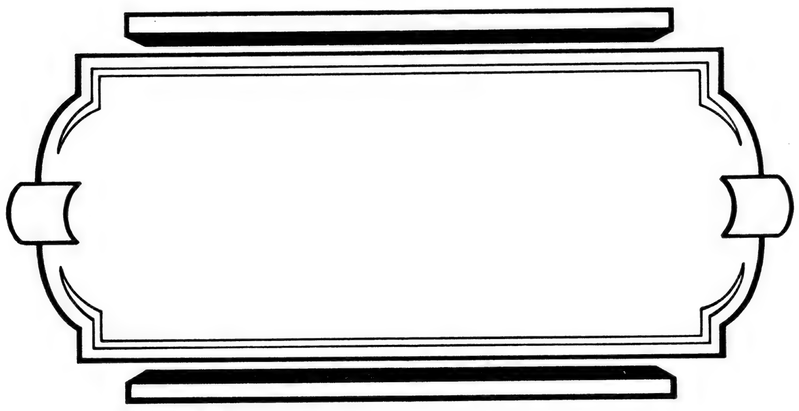
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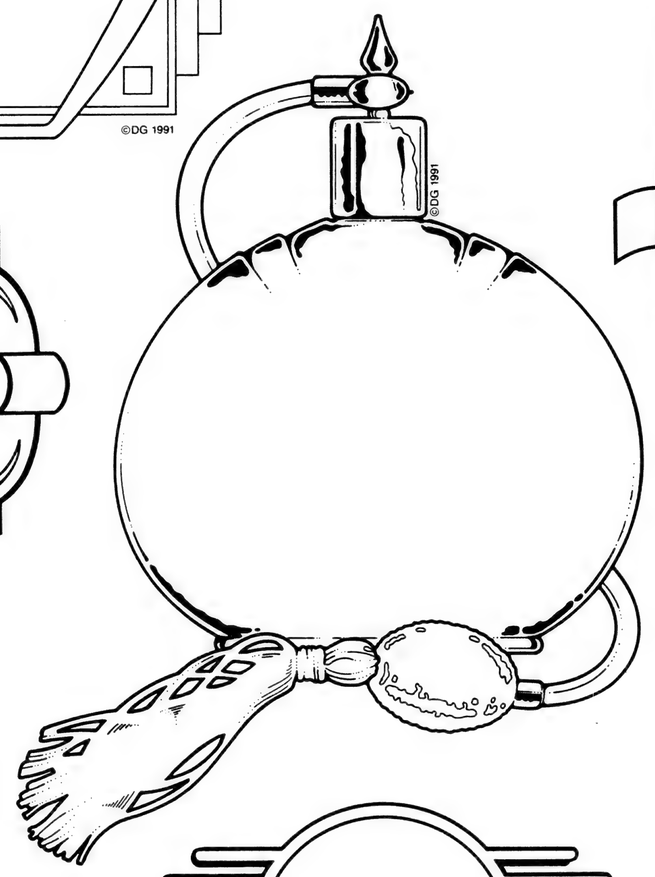
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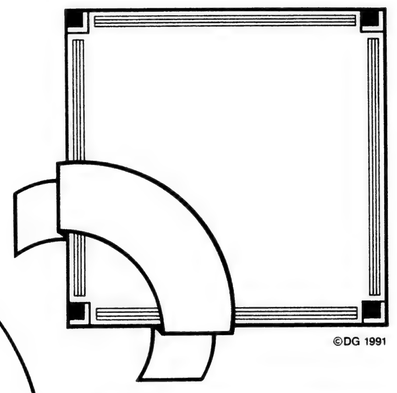
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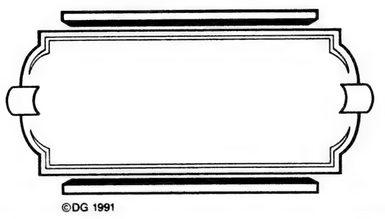
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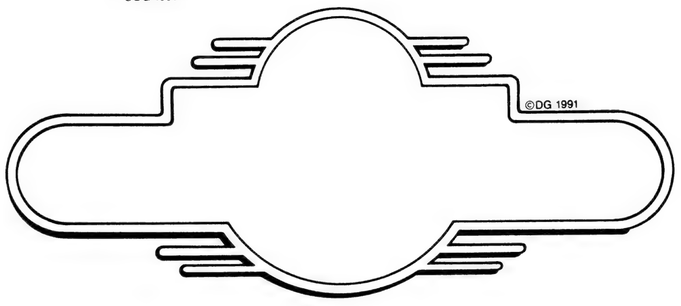
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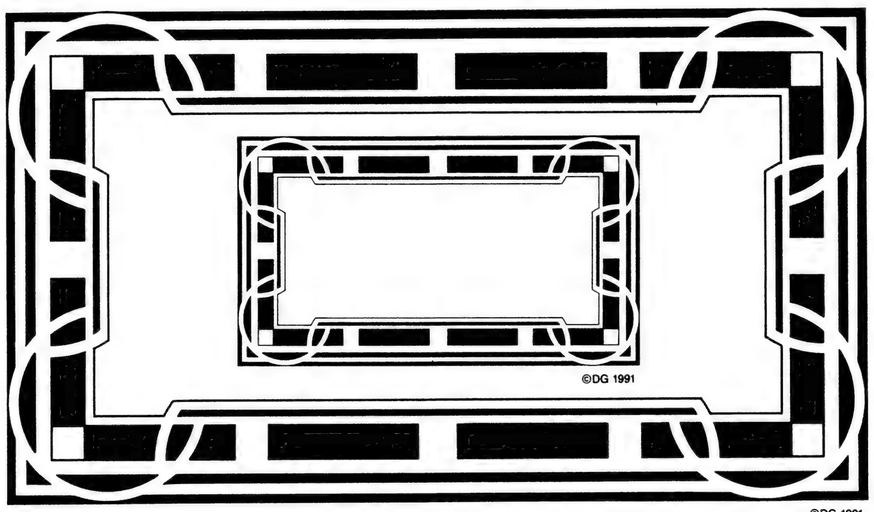
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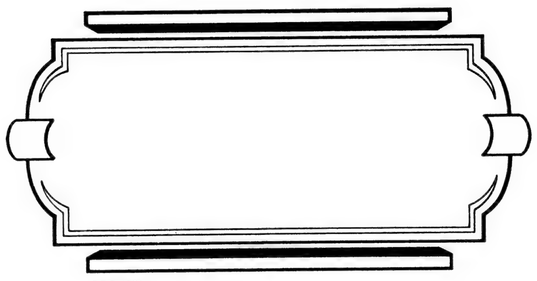
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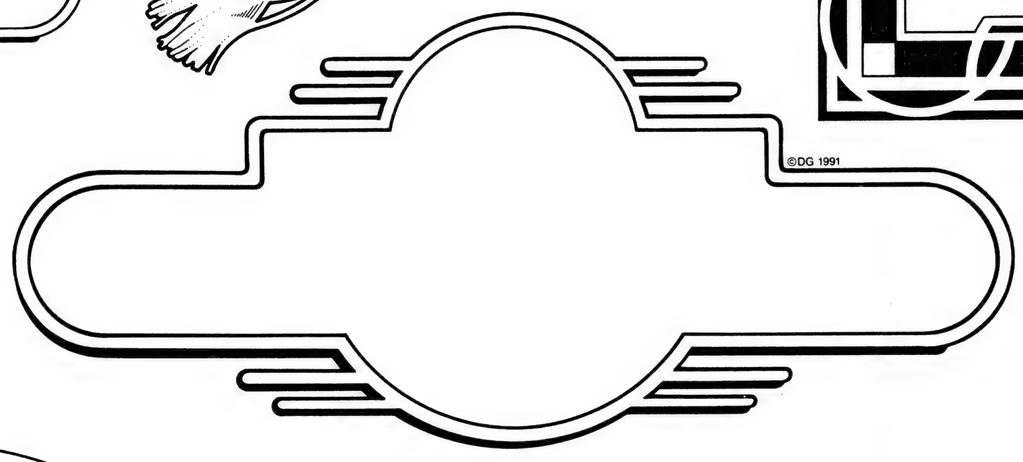
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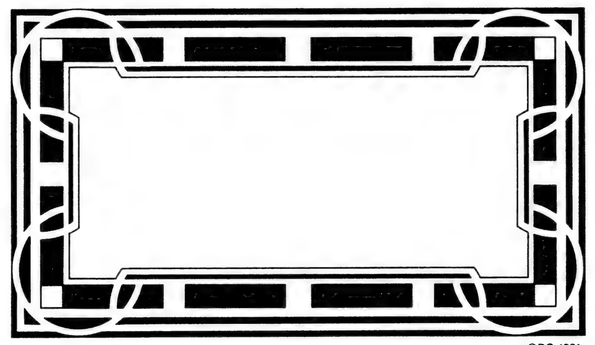
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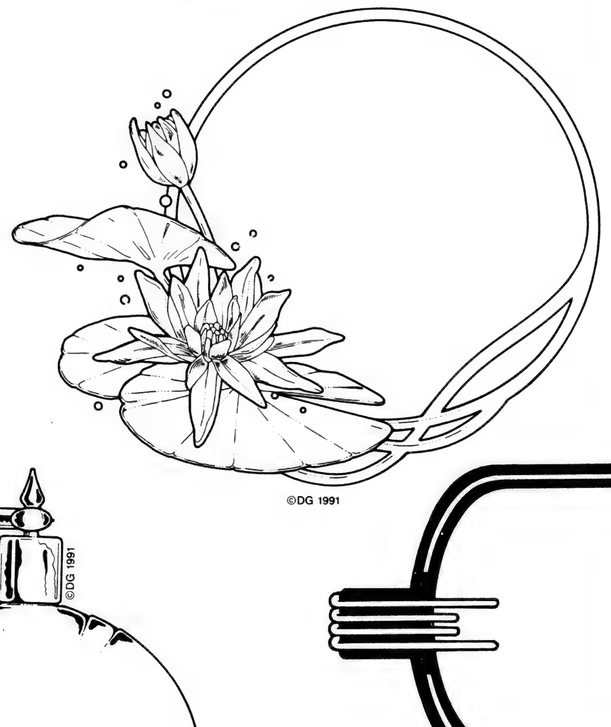
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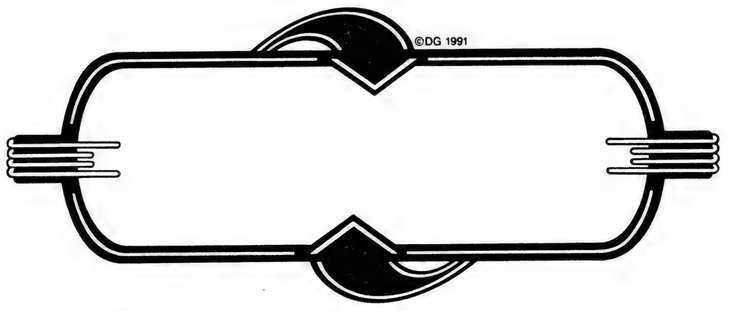
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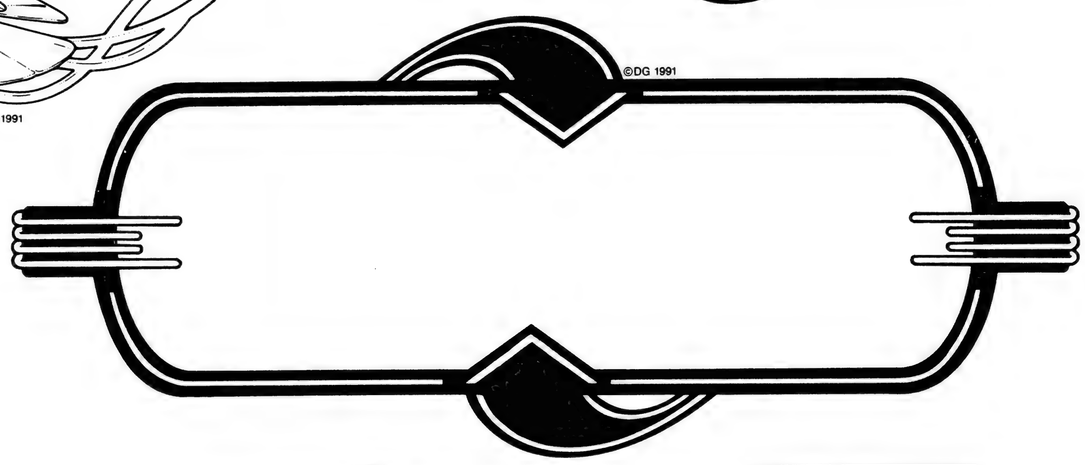
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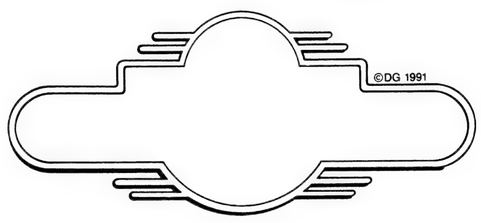
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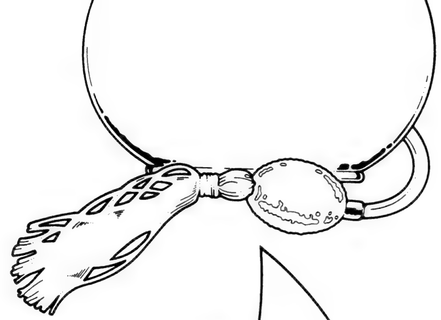
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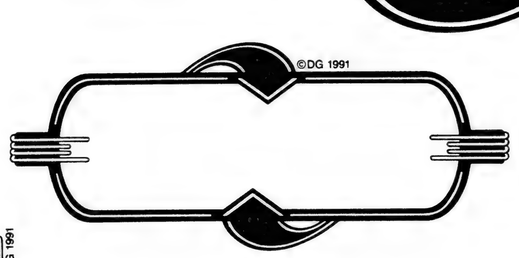
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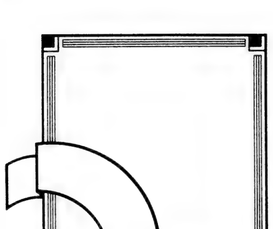
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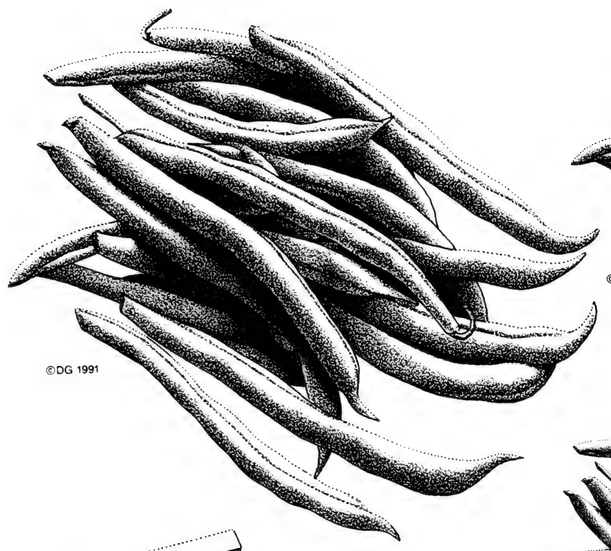
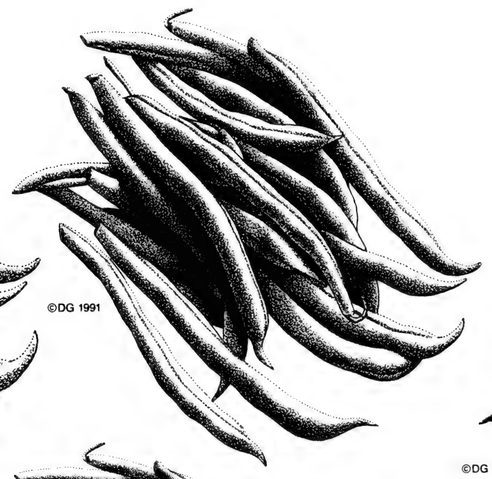
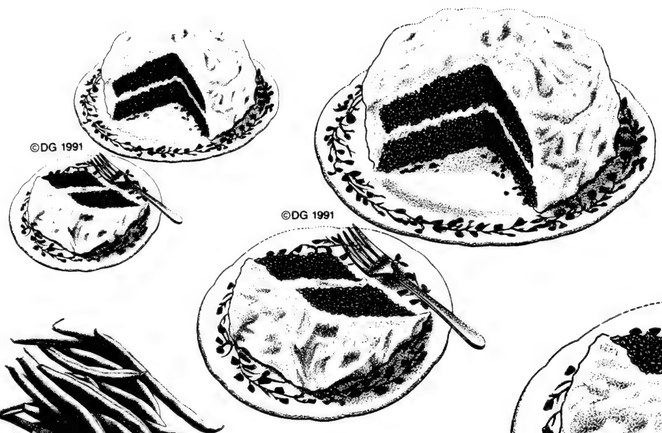
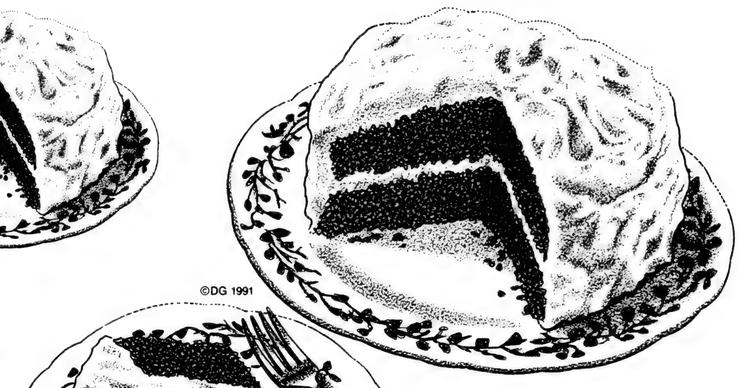


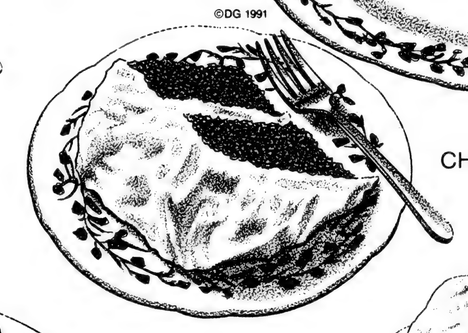


GREEN BEANS

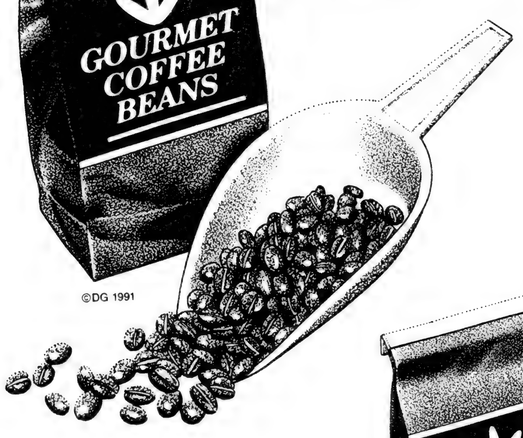


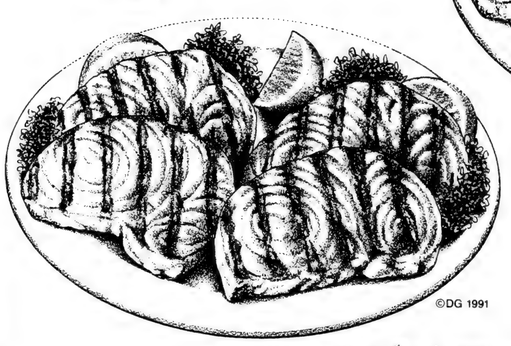


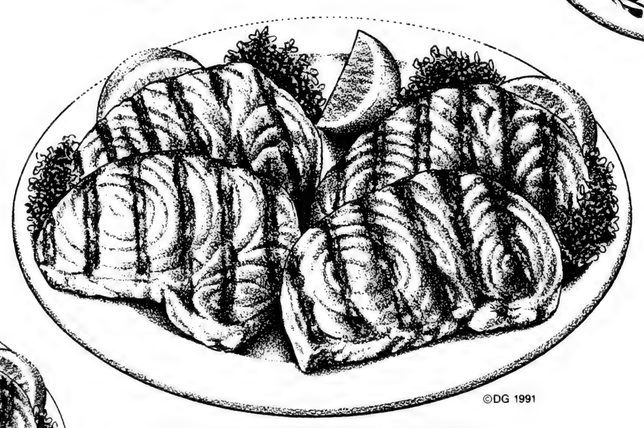
CHOCOLATE LAYER CAKE



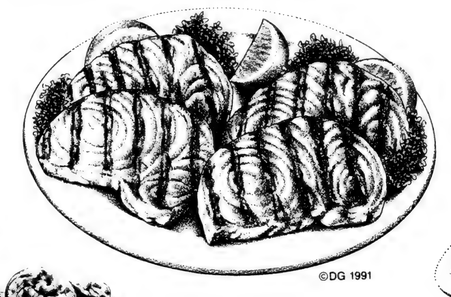
GOURMET COFFEE BEANS



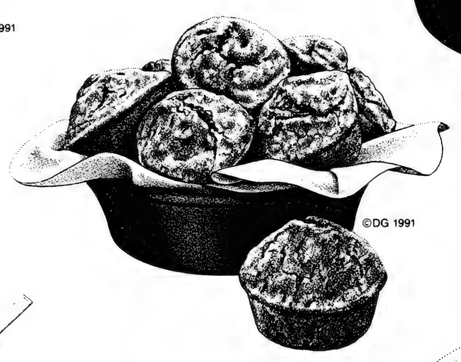


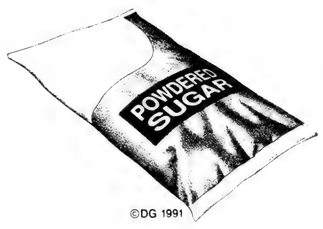


GRILLED SWORDFISH STEAKS

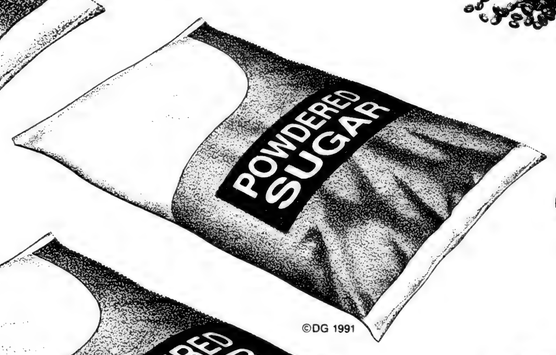


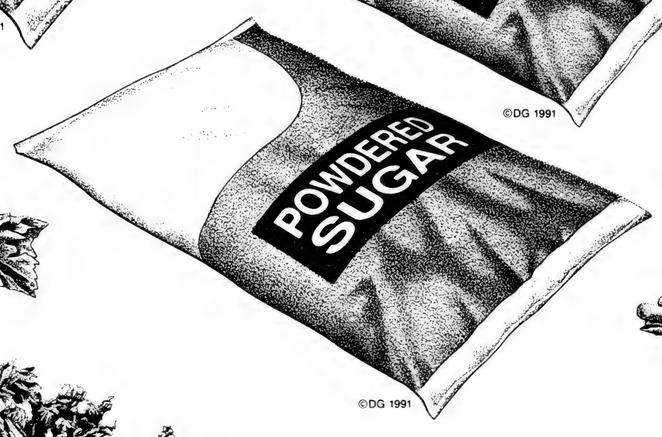
MUFFINS



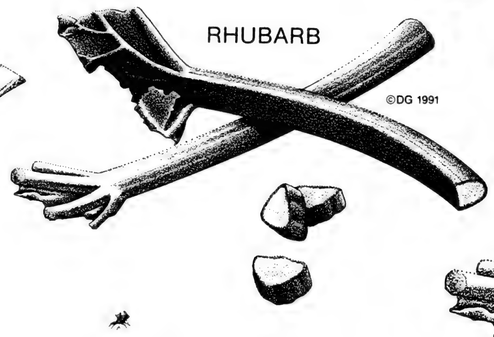


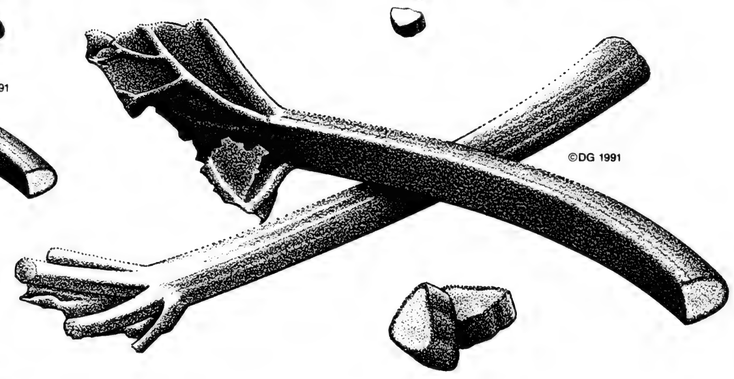
POWDERED SUGAR



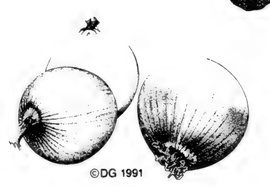


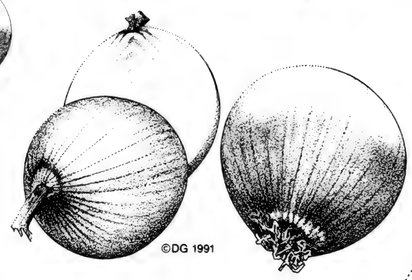
RHUBARB



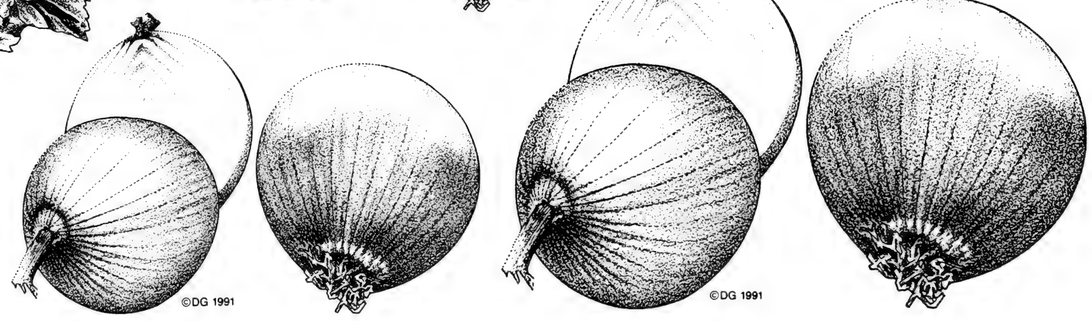


CELERY





SWEET ONIONS



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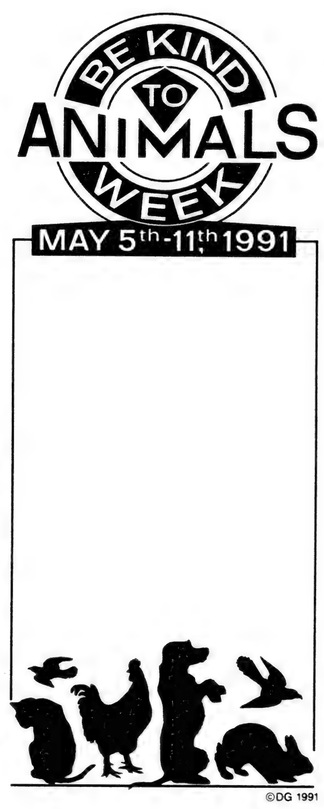
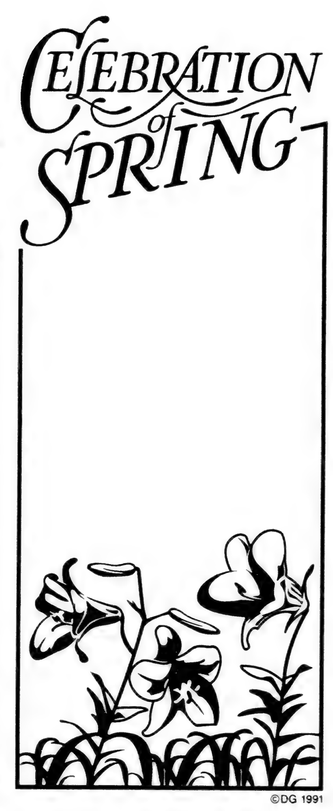
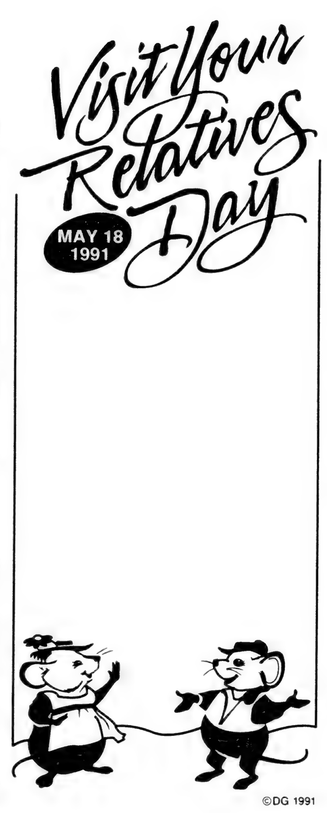
Specially provided to help increase linage, ***PMS*** offers assorted tie-in themes. Special days, events, festivals, and seasonal motifs infuse advertising with the immediacy, novelty, and graphic punch that get attention in any environment.

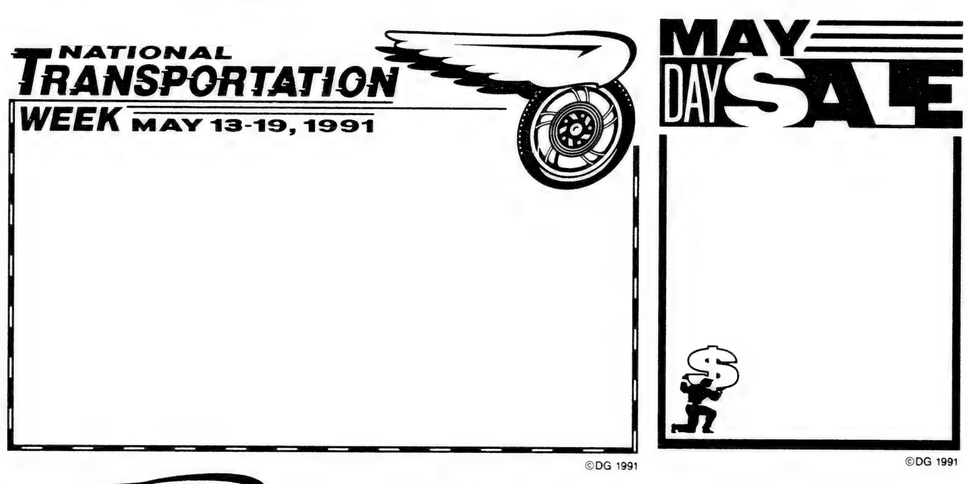
Ready-to-go layout format, in SAU sizes, lets you put together promotions in record time. You get maximum linage potential for minimum investment of time and money.

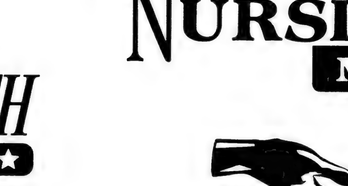
New tie-ins every month. Use these timely promotional themes to make fresh contact with new and established clients.





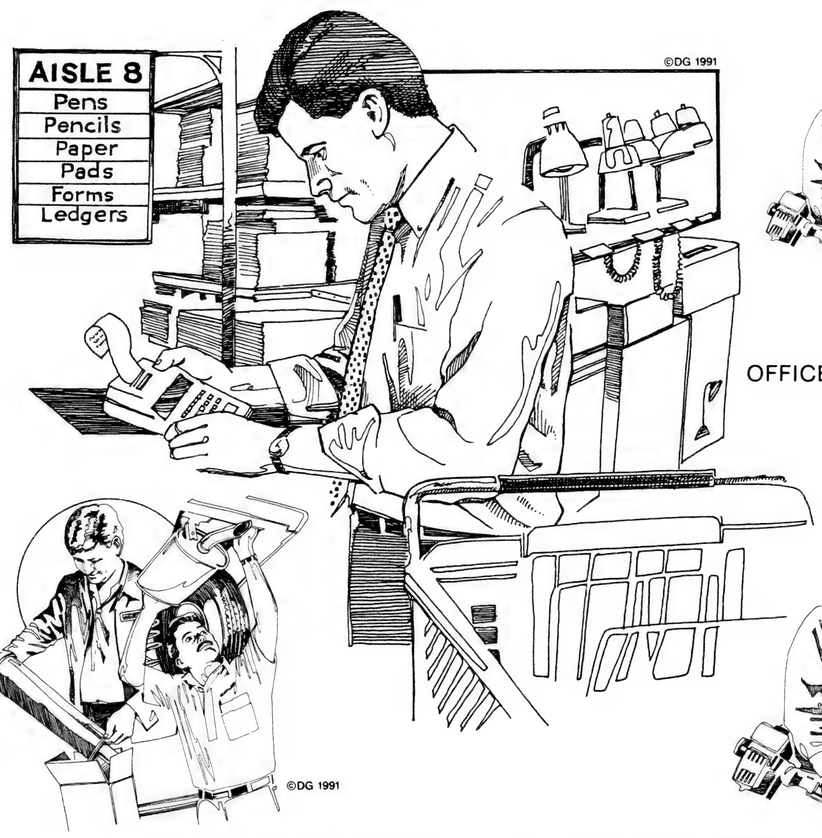






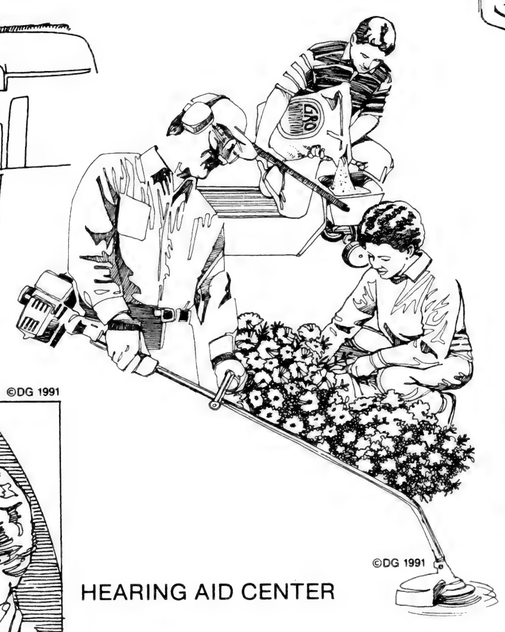
BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!



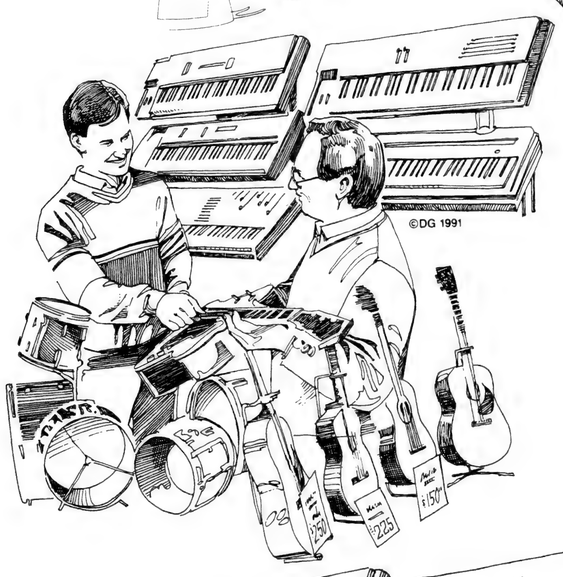
OFFICE SUPPLY

CAMPER SALES



HEARING AID CENTER

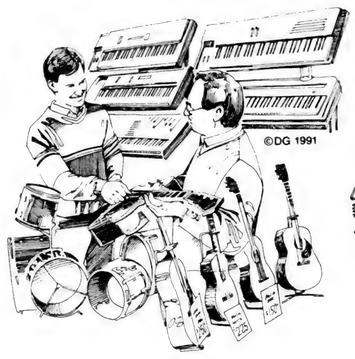
MUFFLER SHOP



CATERER

LAWN CARE

MUSIC STORE



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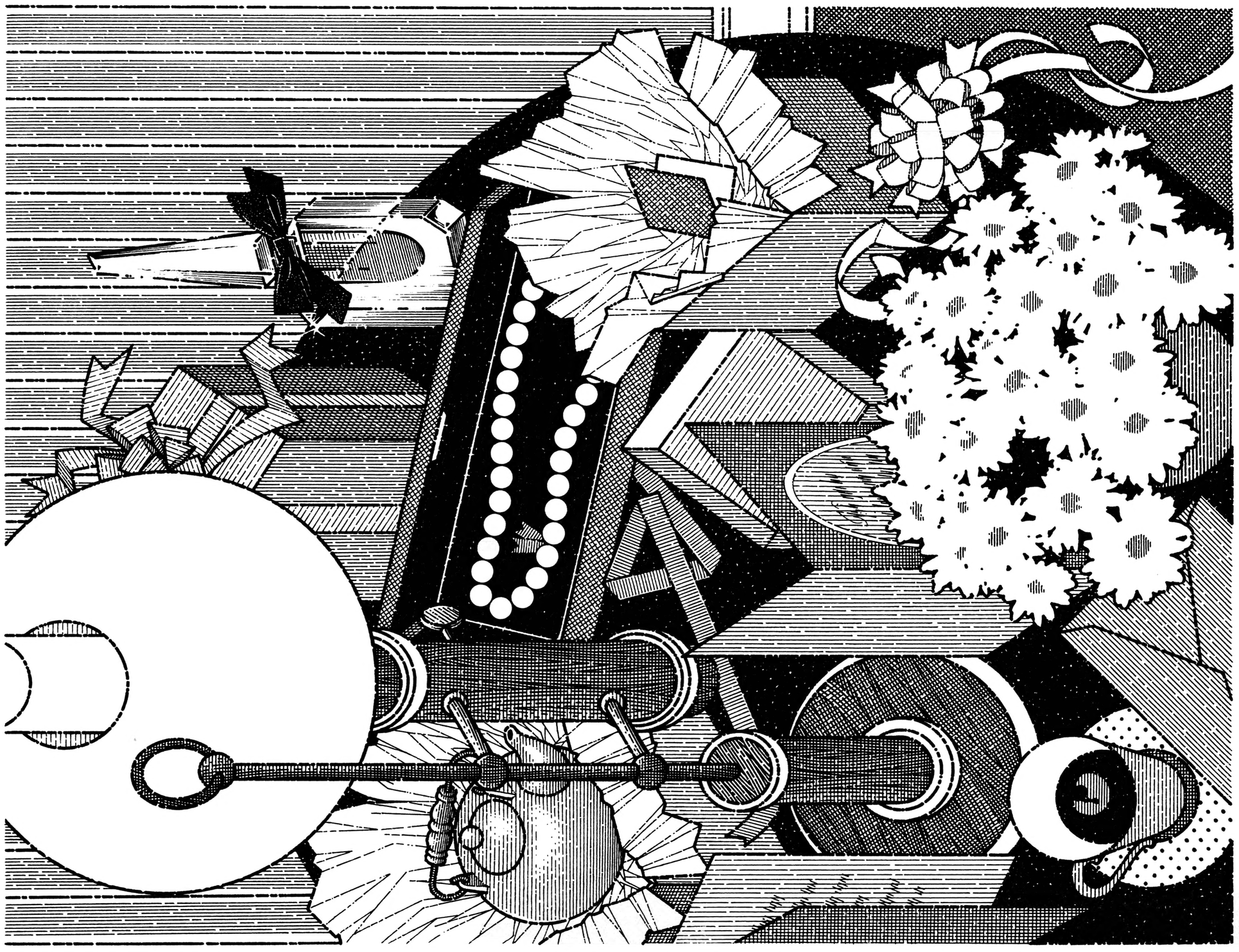

Shown below is the full color proof of the color separations appearing on pages 27 and 28.

• RED PLATE

• YELLOW PLATE

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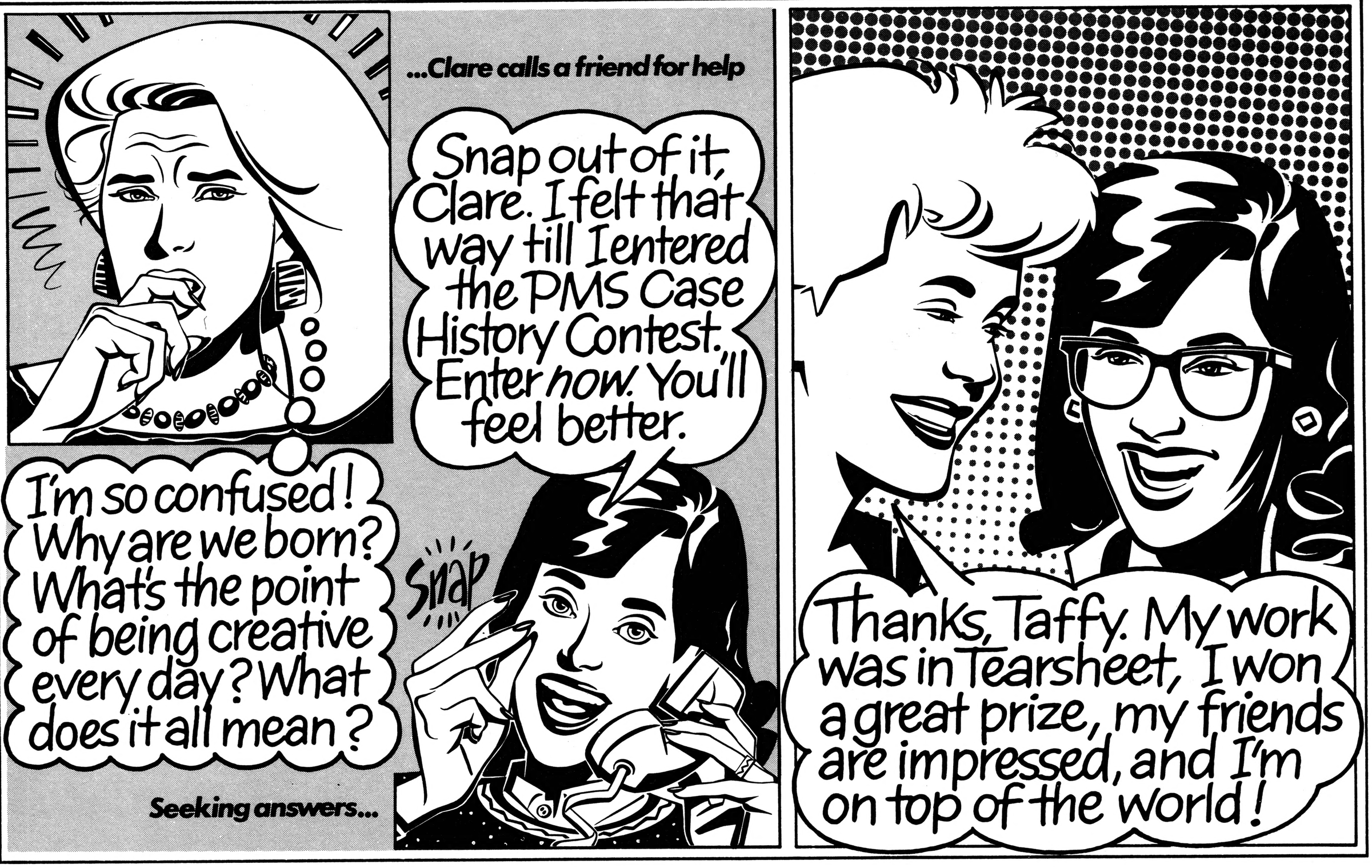
• BLACK PLATE

• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

THE DESIGNING LIFE



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2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

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PMS ART FROM _____
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REMARKS _____

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1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.